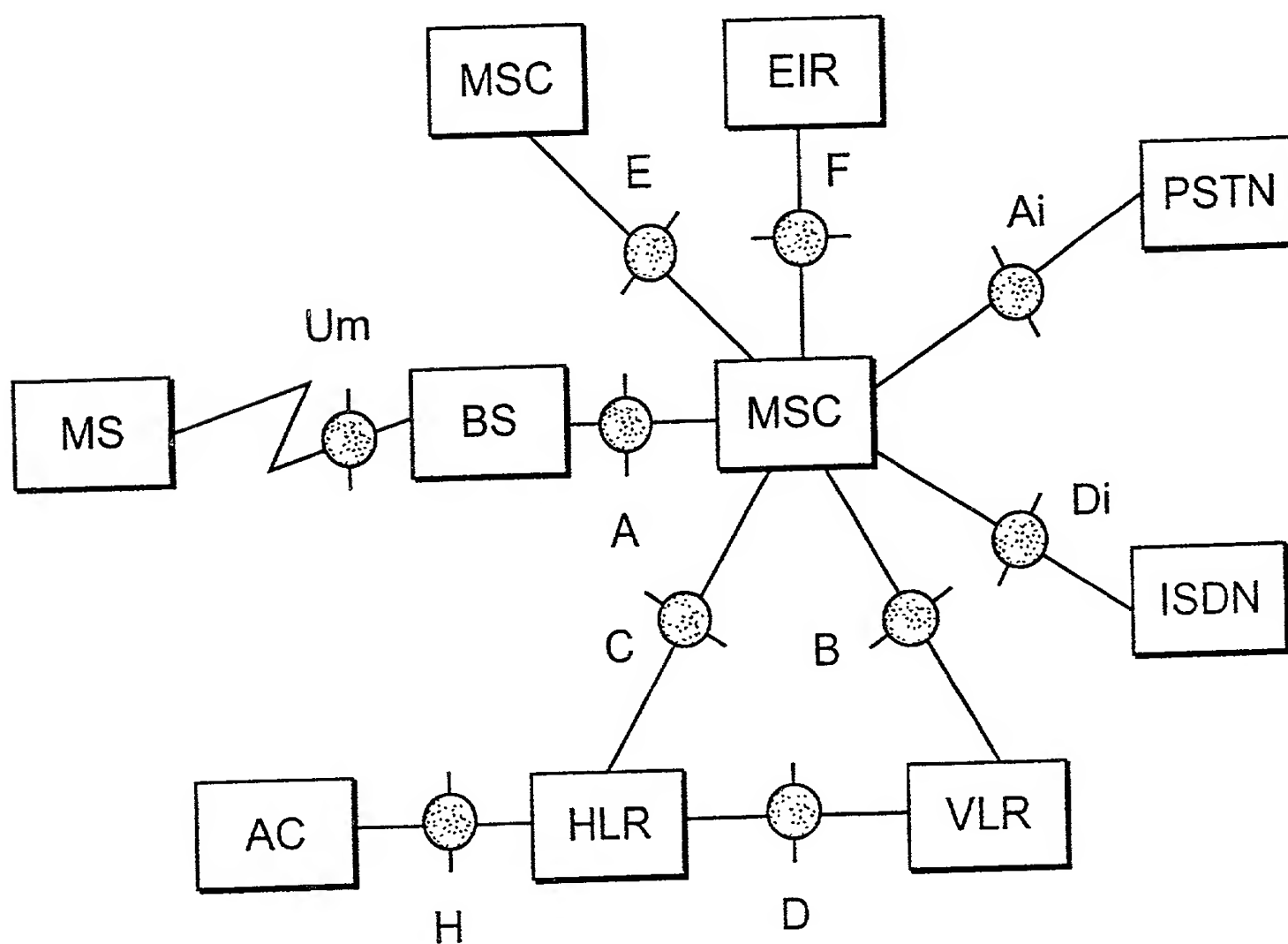
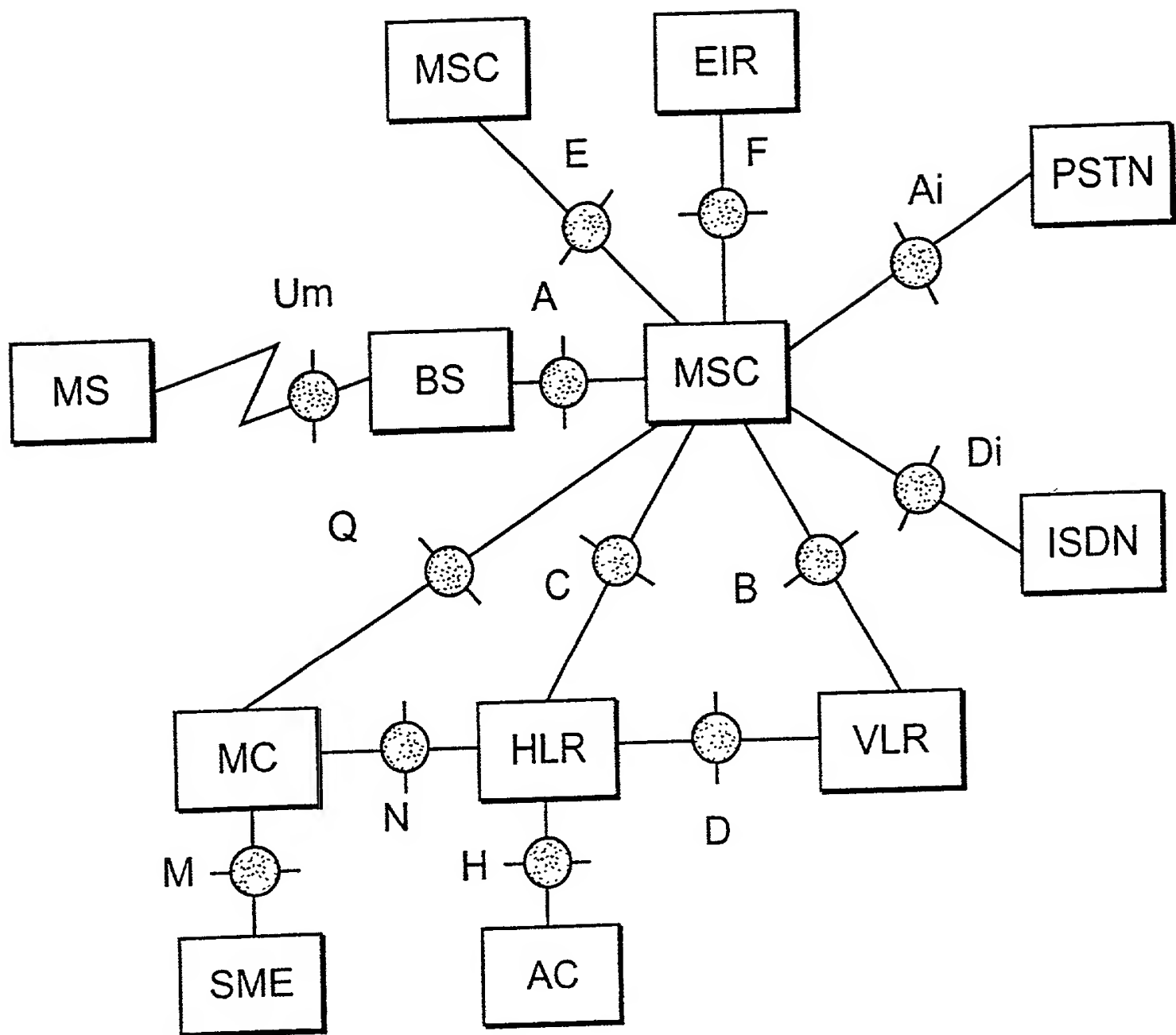


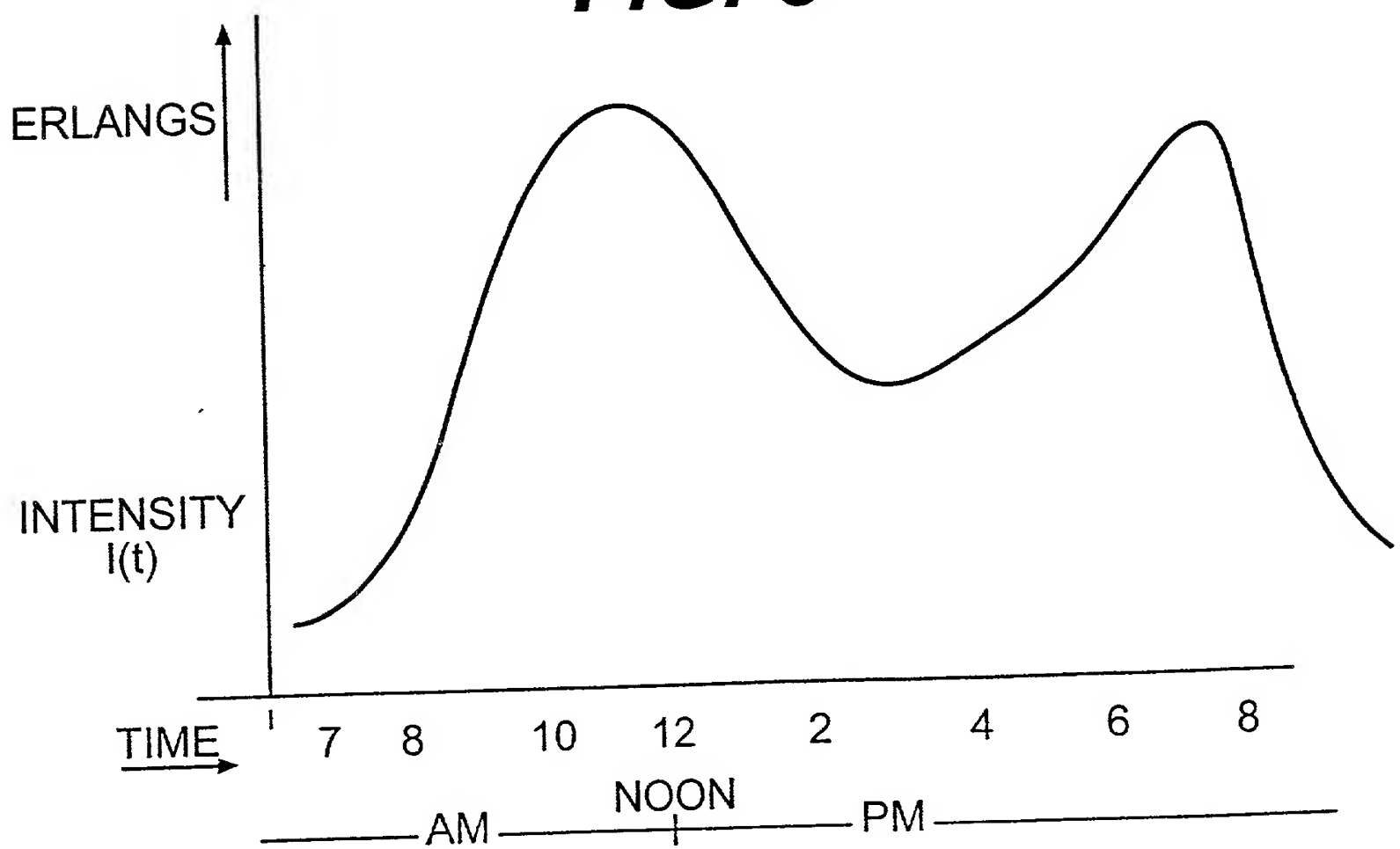
**FIG. 1**



**FIG. 2**



**FIG. 3**



**FIG. 4**

BNA USAGE (9/00)

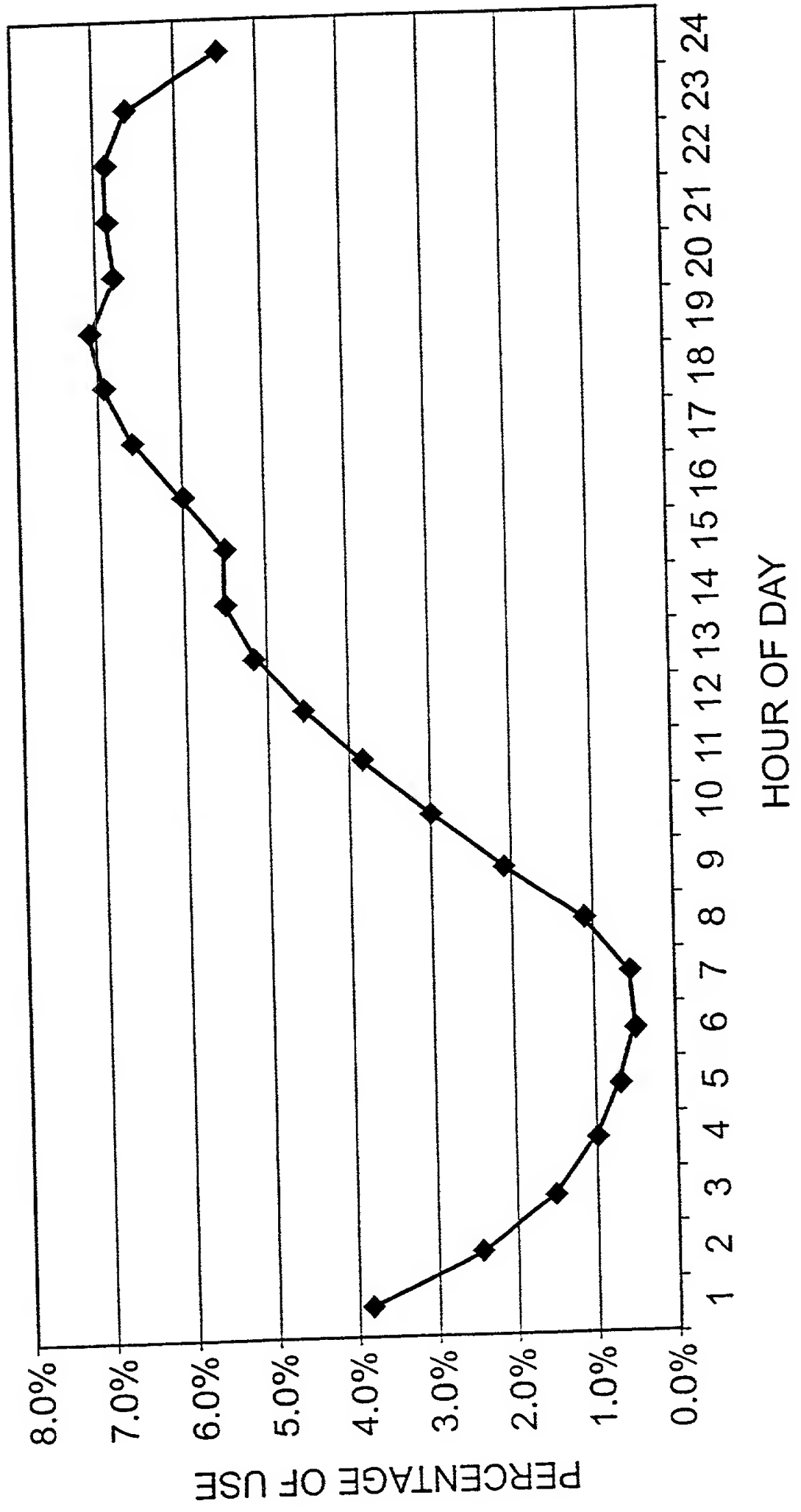


FIG. 5

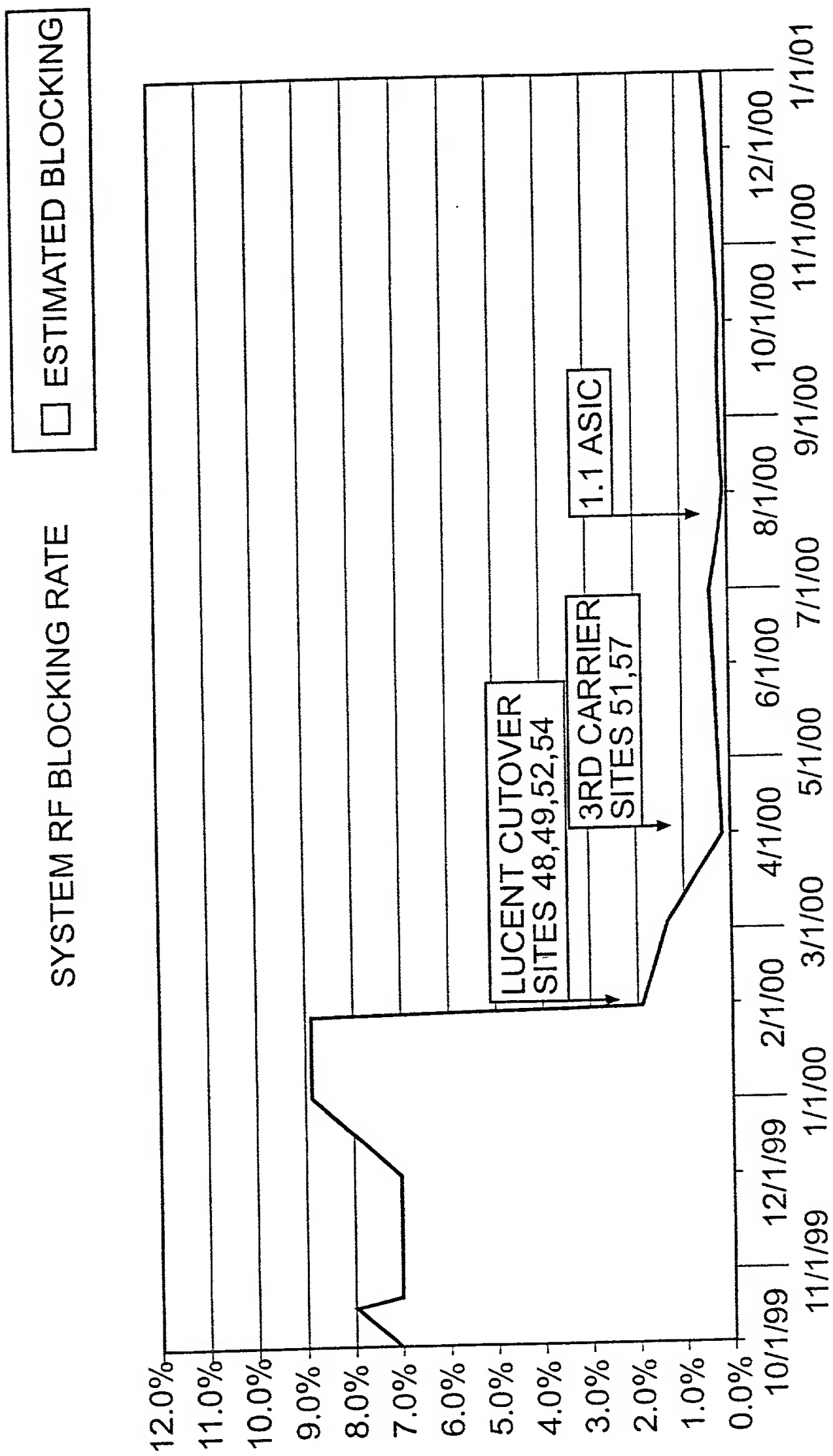


FIG. 6

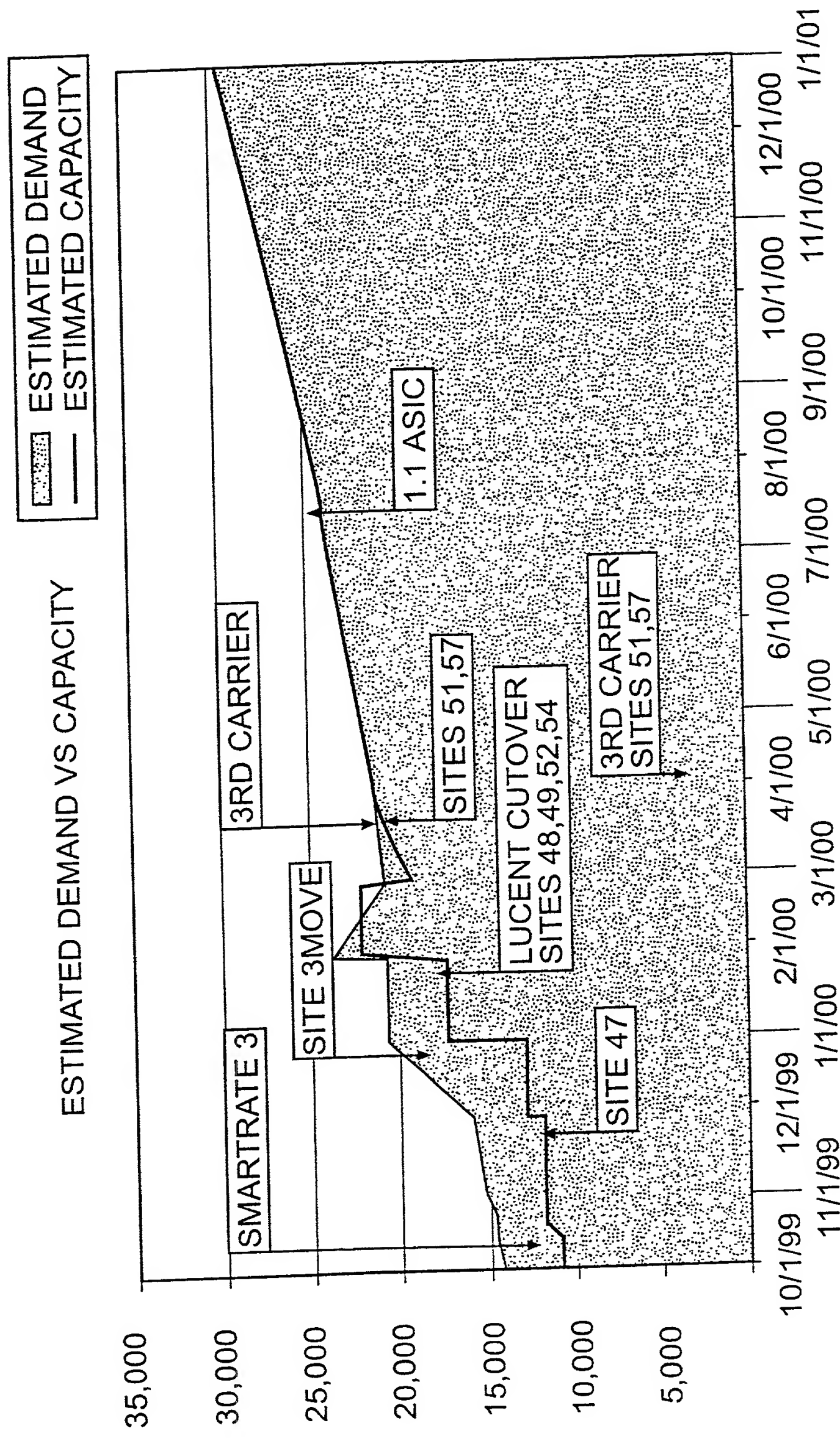
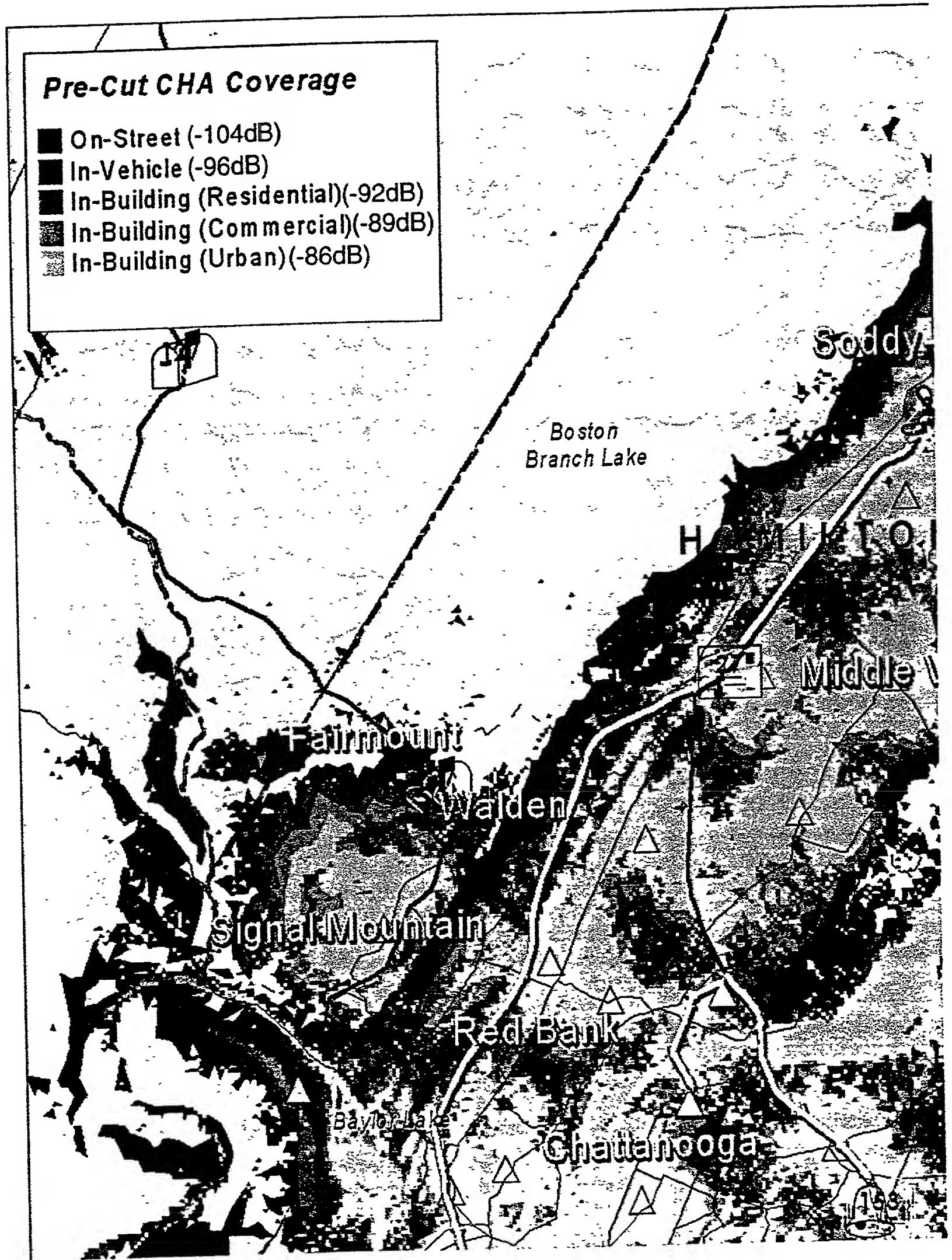


FIG. 7

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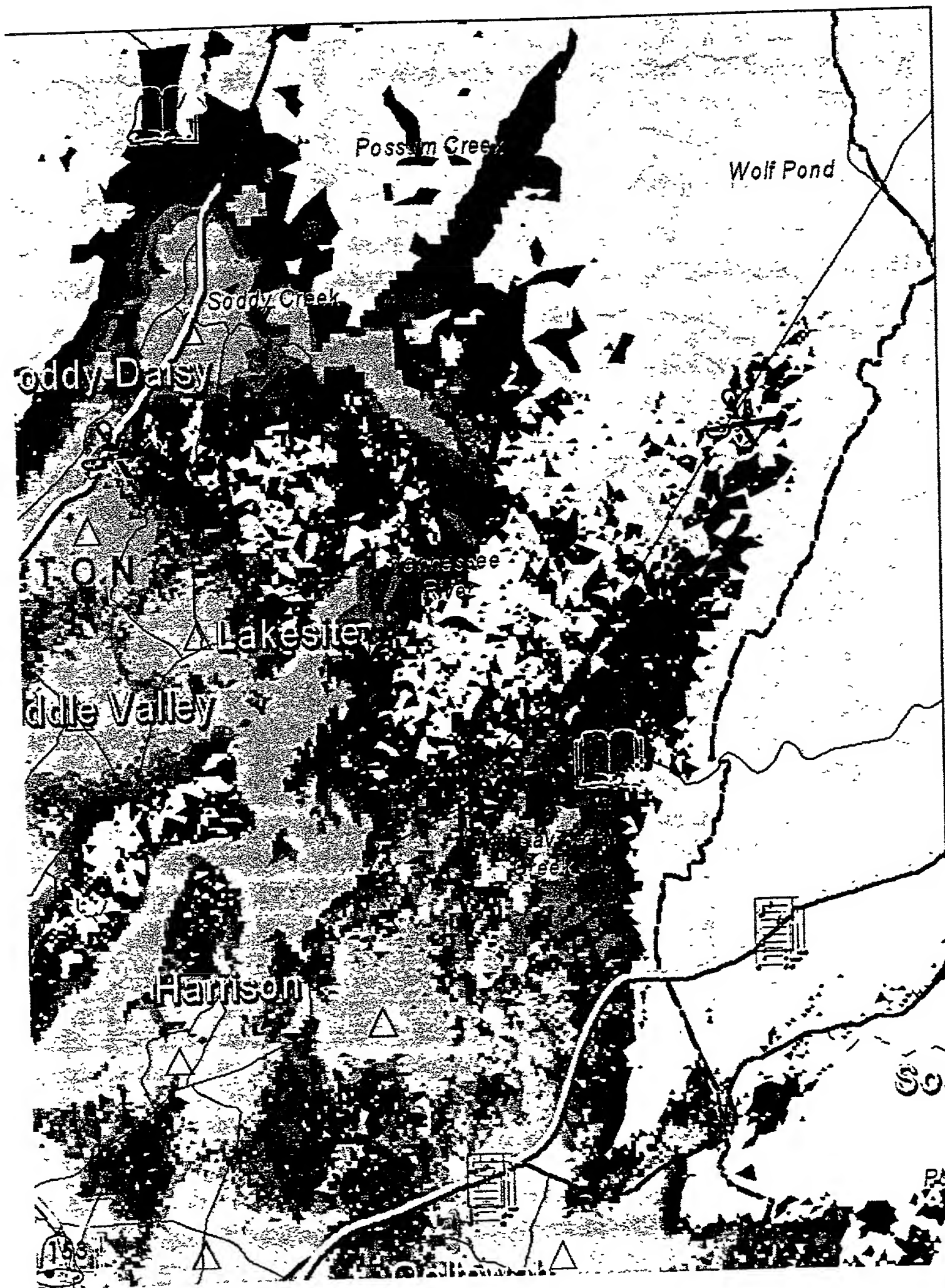


**FIG. 8a**



# Pre-Cut CHA Coverage

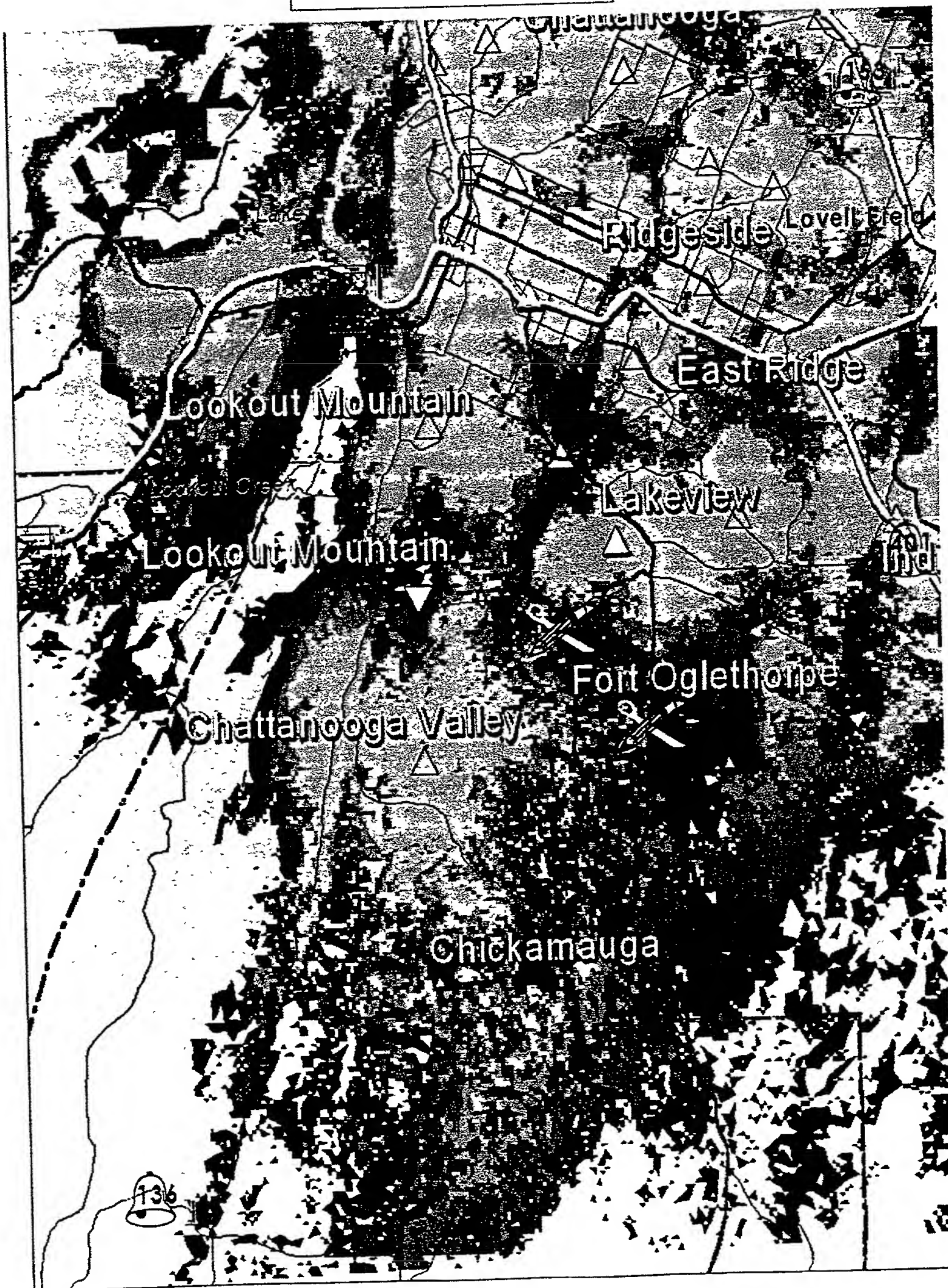
- On-Street (-104dB)
- In-Vehicle (-96dB)
- In-Building (Residential)(-92dB)
- In-Building (Commercial)(-89dB)
- In-Building (Urban)(-86dB)



**FIG. 8b**

# **Pre-Cut CHA Coverage**

- On-Street (-104dB)
- In-Vehicle (-96dB)
- In-Building (Residential)(-92dB)
- In-Building (Commercial)(-89dB)
- In-Building (Urban)(-86dB)

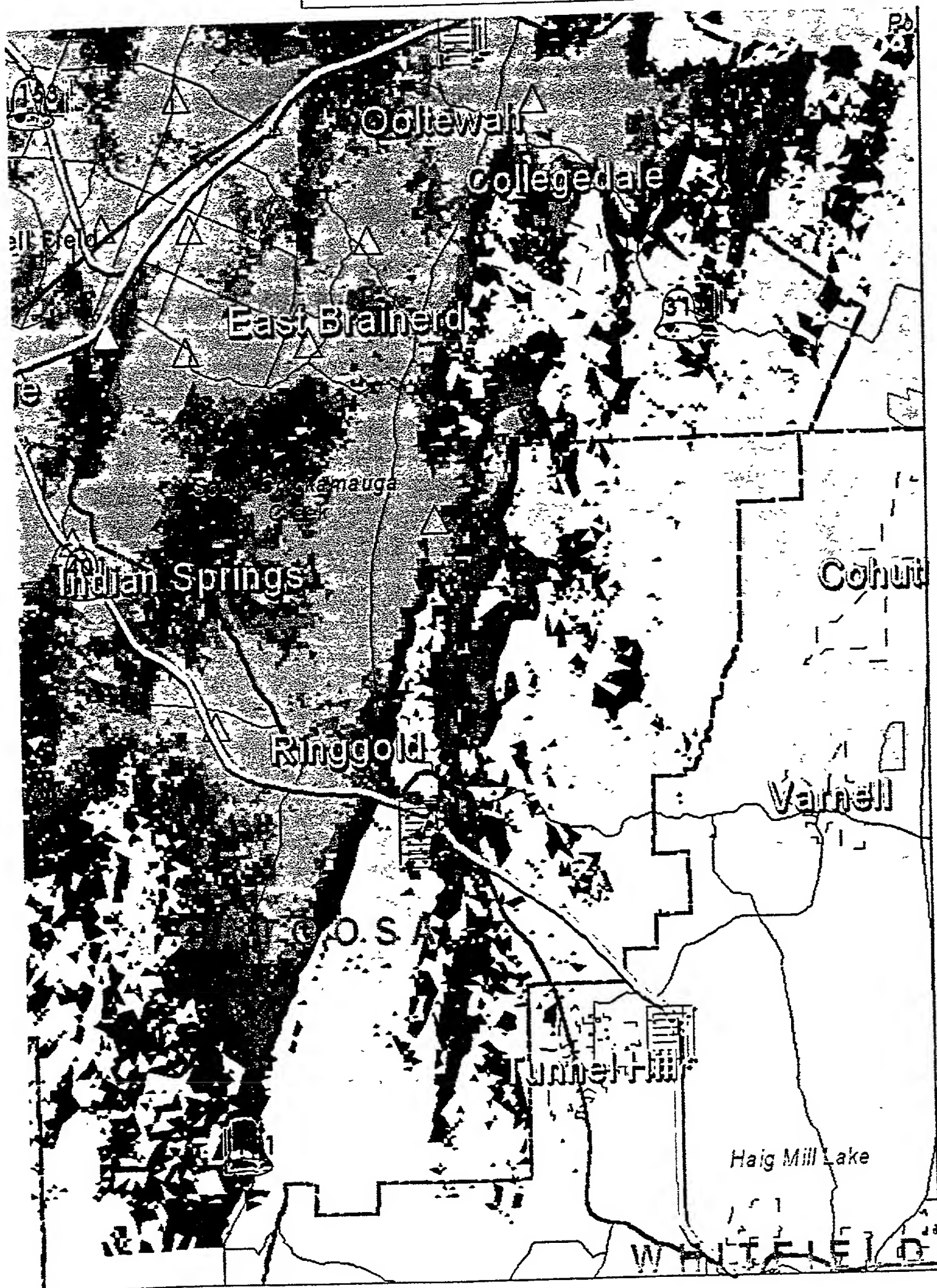


**FIG. 8c**

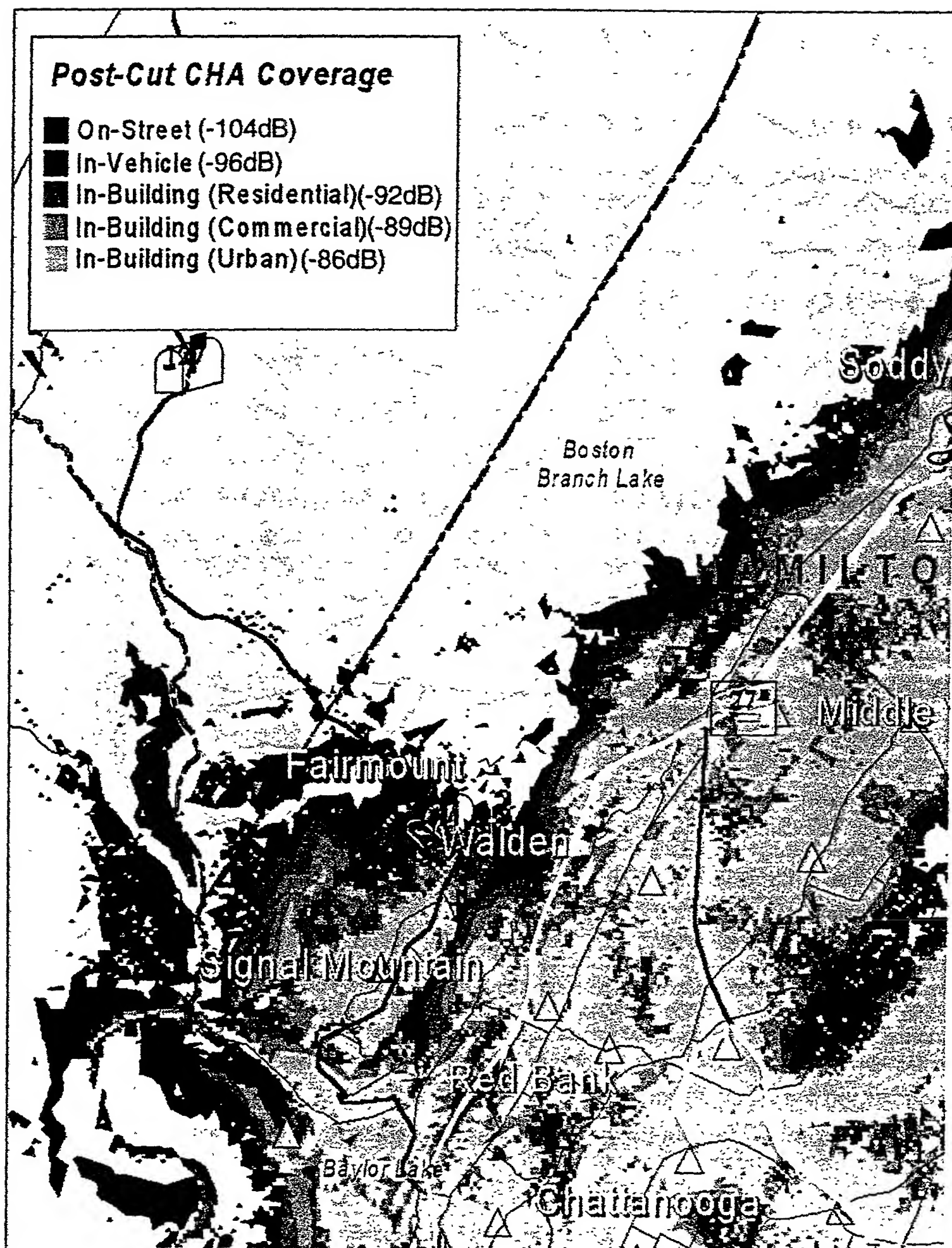


# Pre-Cut CHA Coverage

- On-Street (-104dB)
- In-Vehicle (-96dB)
- In-Building (Residential)(-92dB)
- In-Building (Commercial)(-89dB)
- In-Building (Urban)(-86dB)



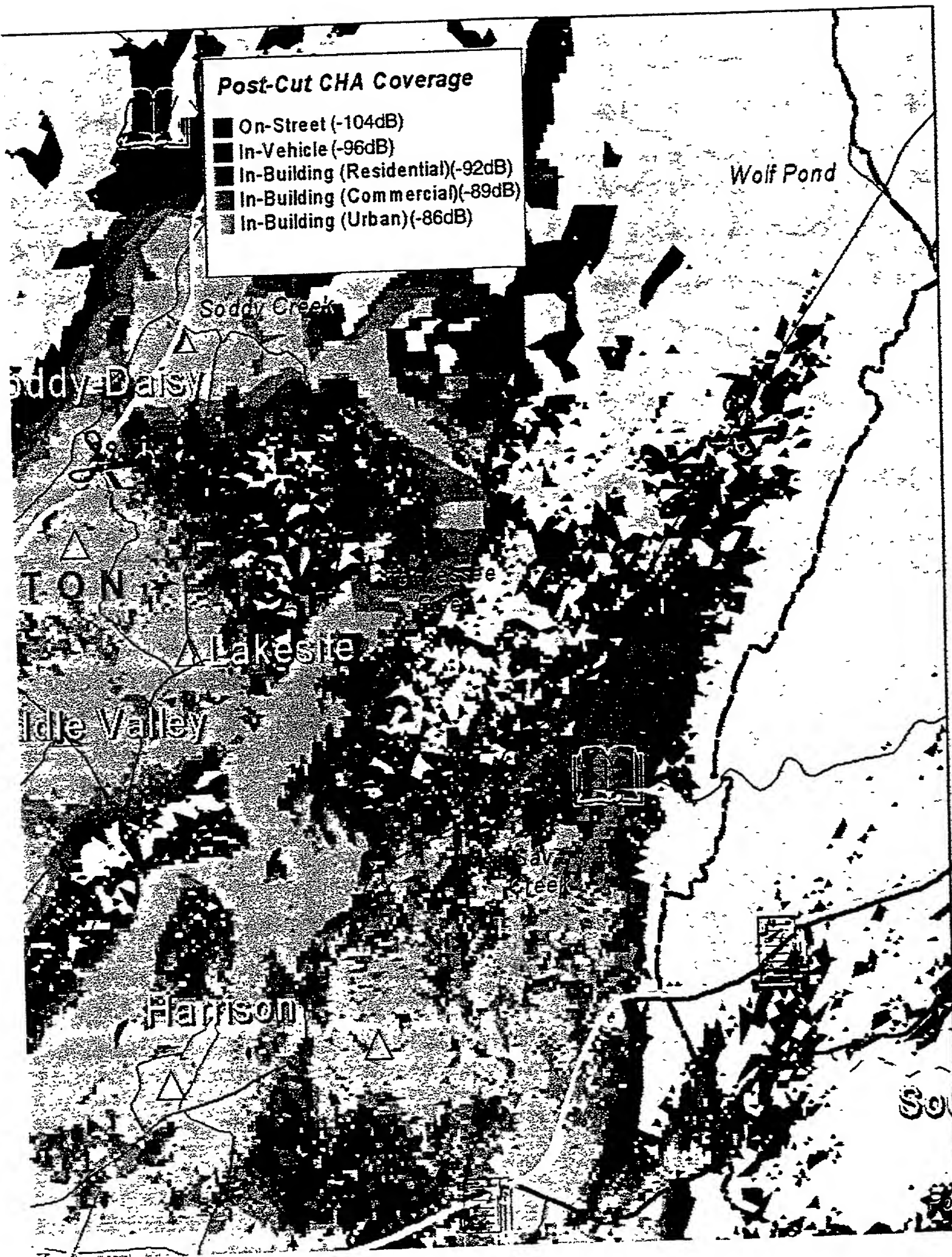
**FIG. 8d**



**FIG. 9a**

**Post-Cut CHA Coverage**

- On-Street (-104dB)
- In-Vehicle (-96dB)
- In-Building (Residential)(-92dB)
- In-Building (Commercial)(-89dB)
- In-Building (Urban)(-86dB)



**FIG. 9b**



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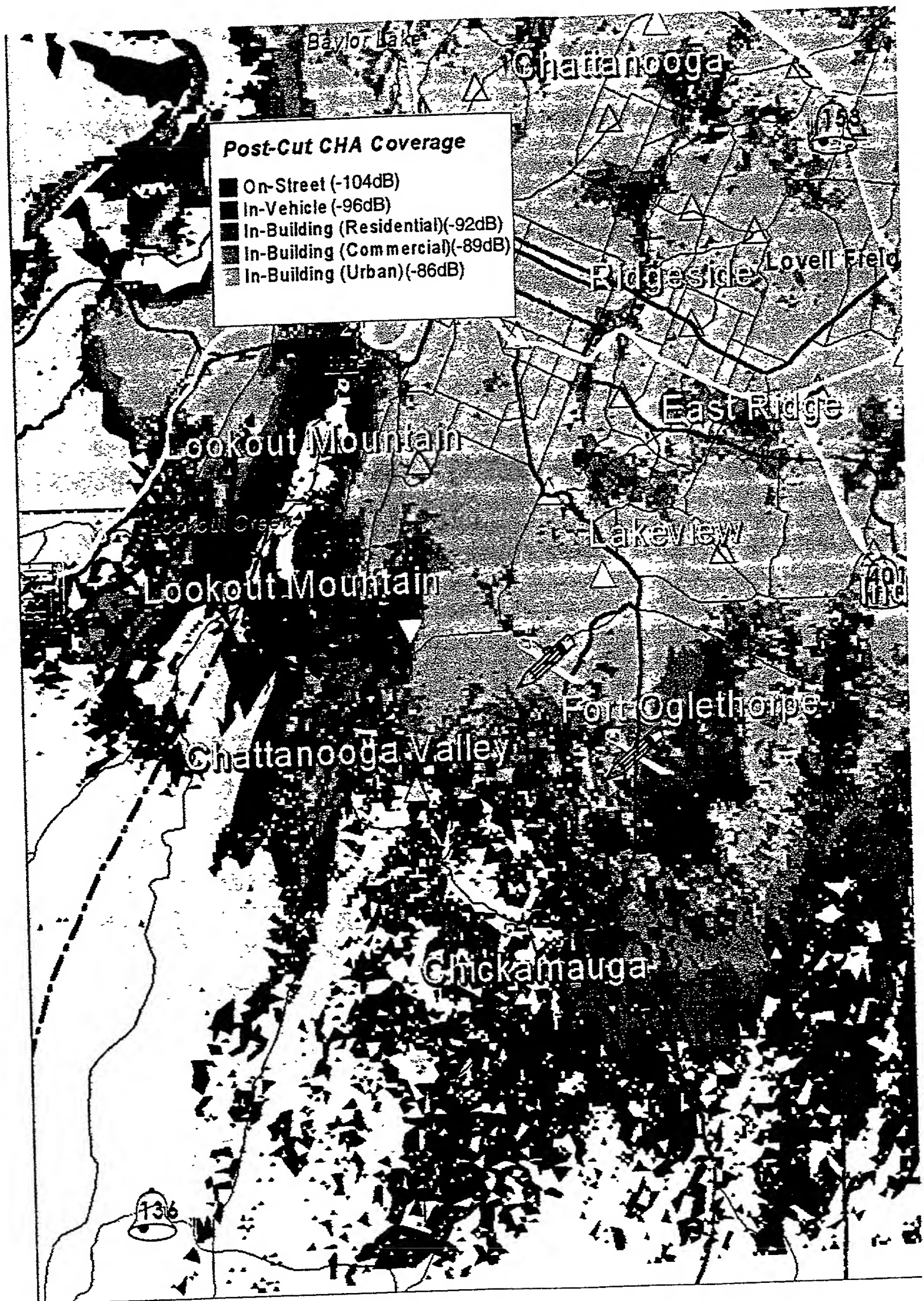


FIG. 9c

**FIG. 9d**



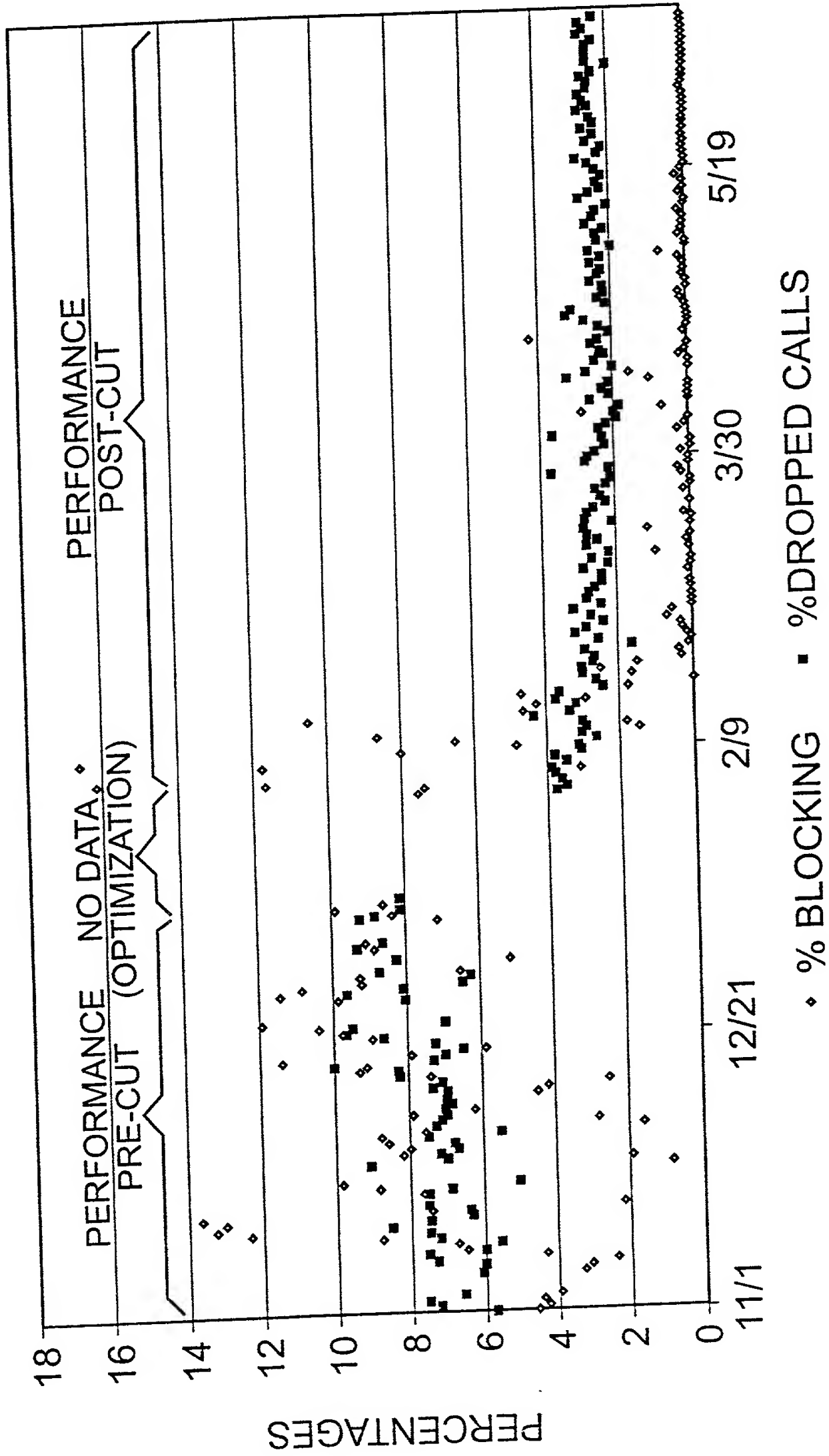
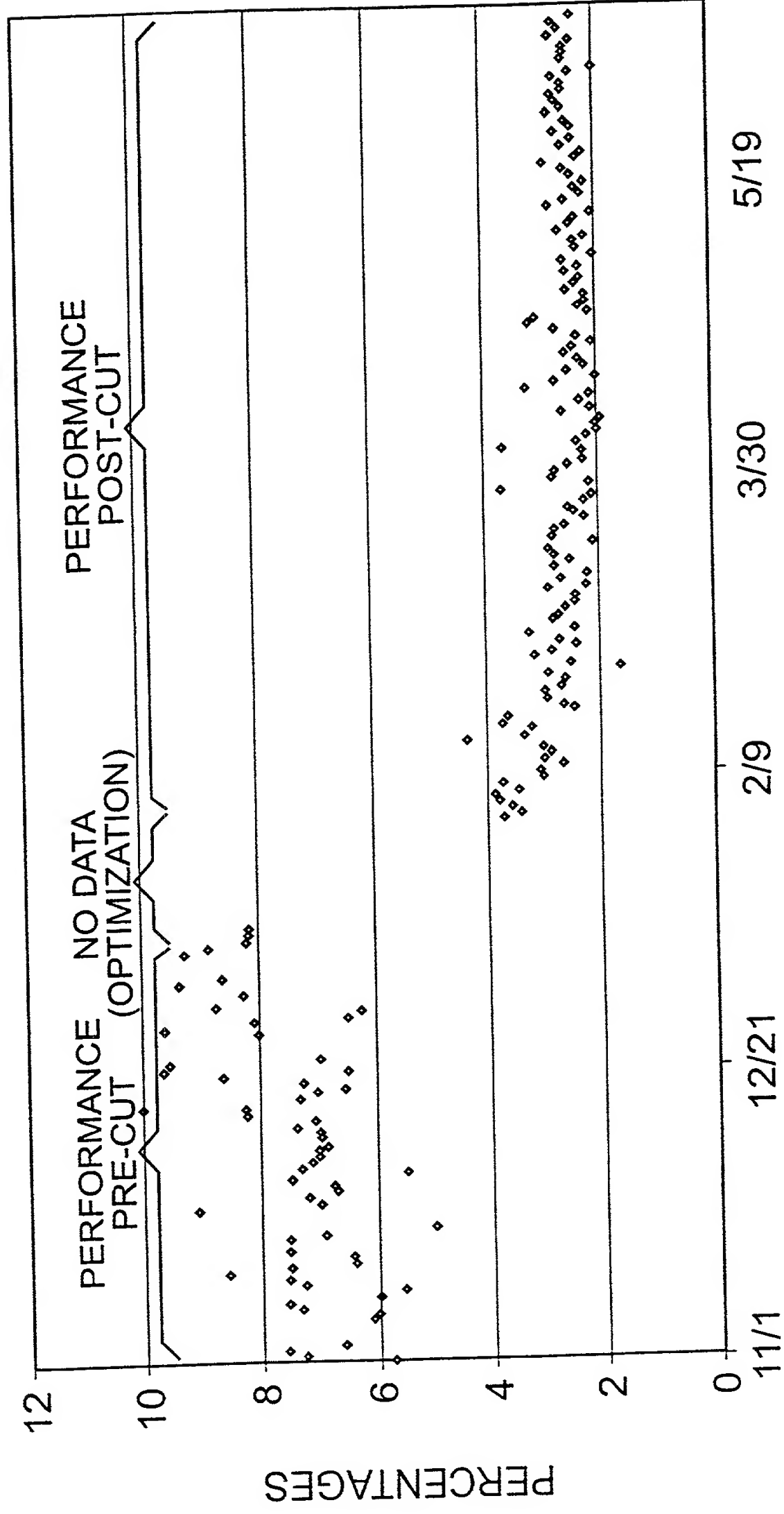


FIG. 10a



♦ %DROPPED CALLS

FIG. 10b

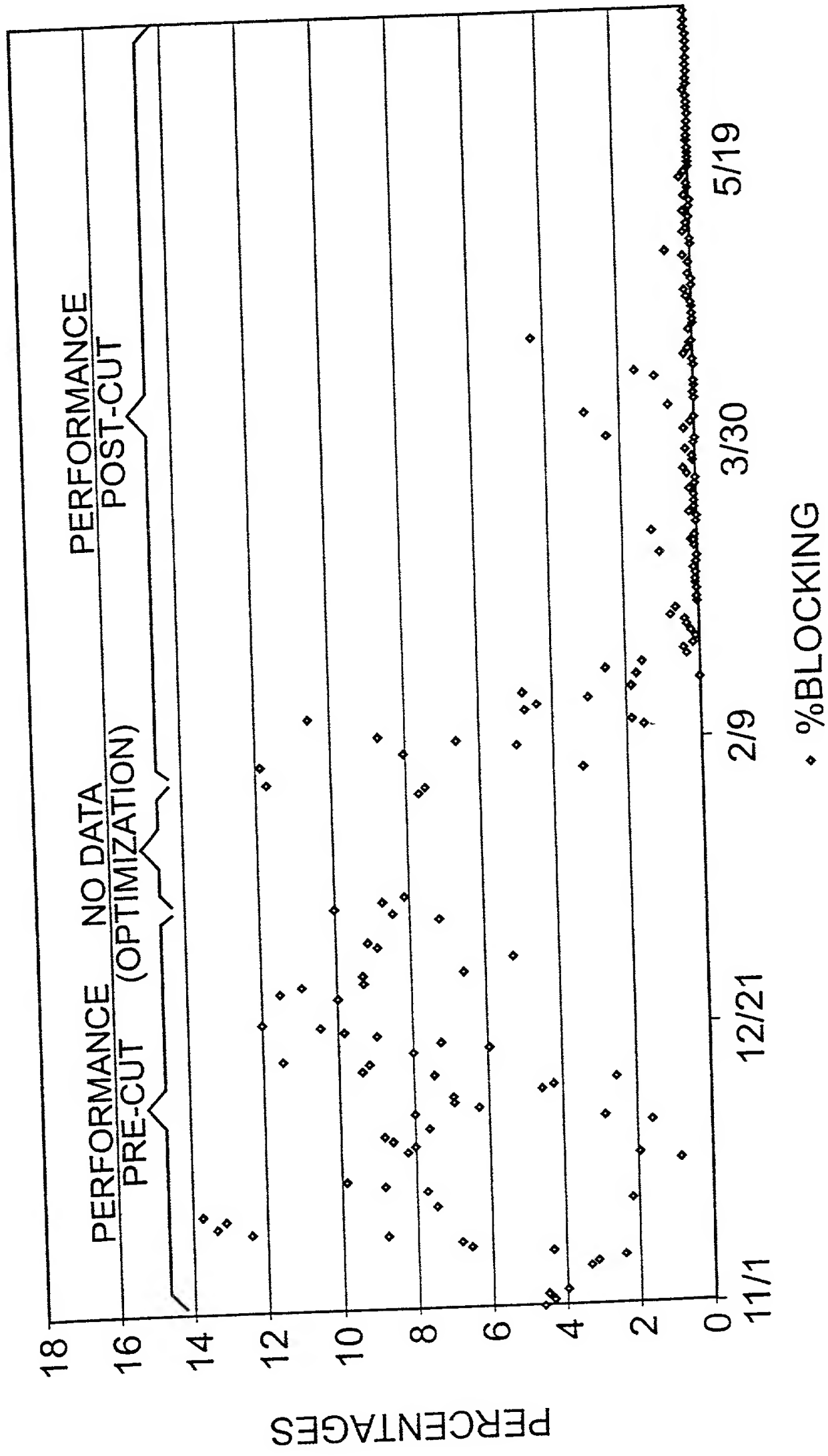
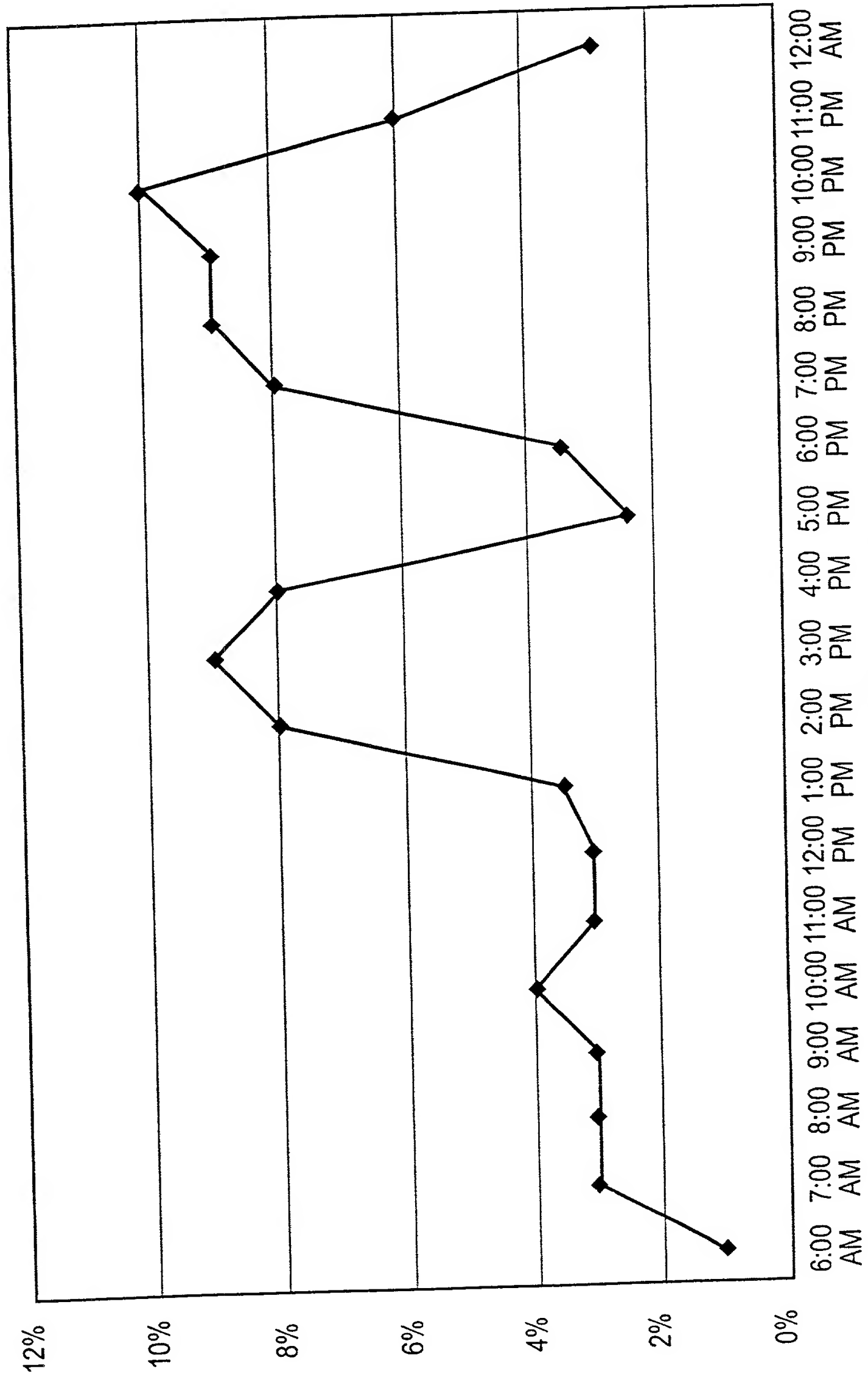
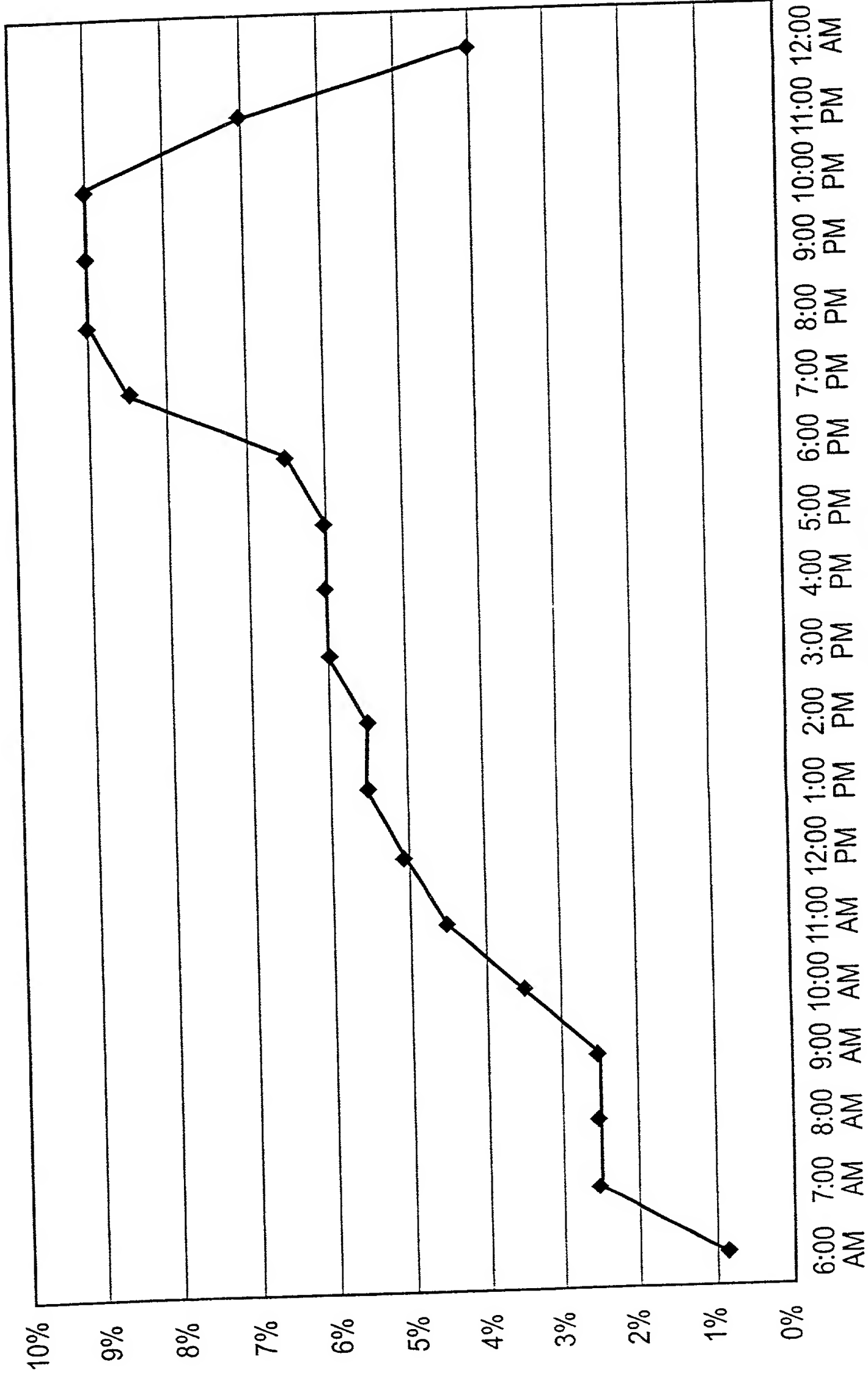


FIG. 10c

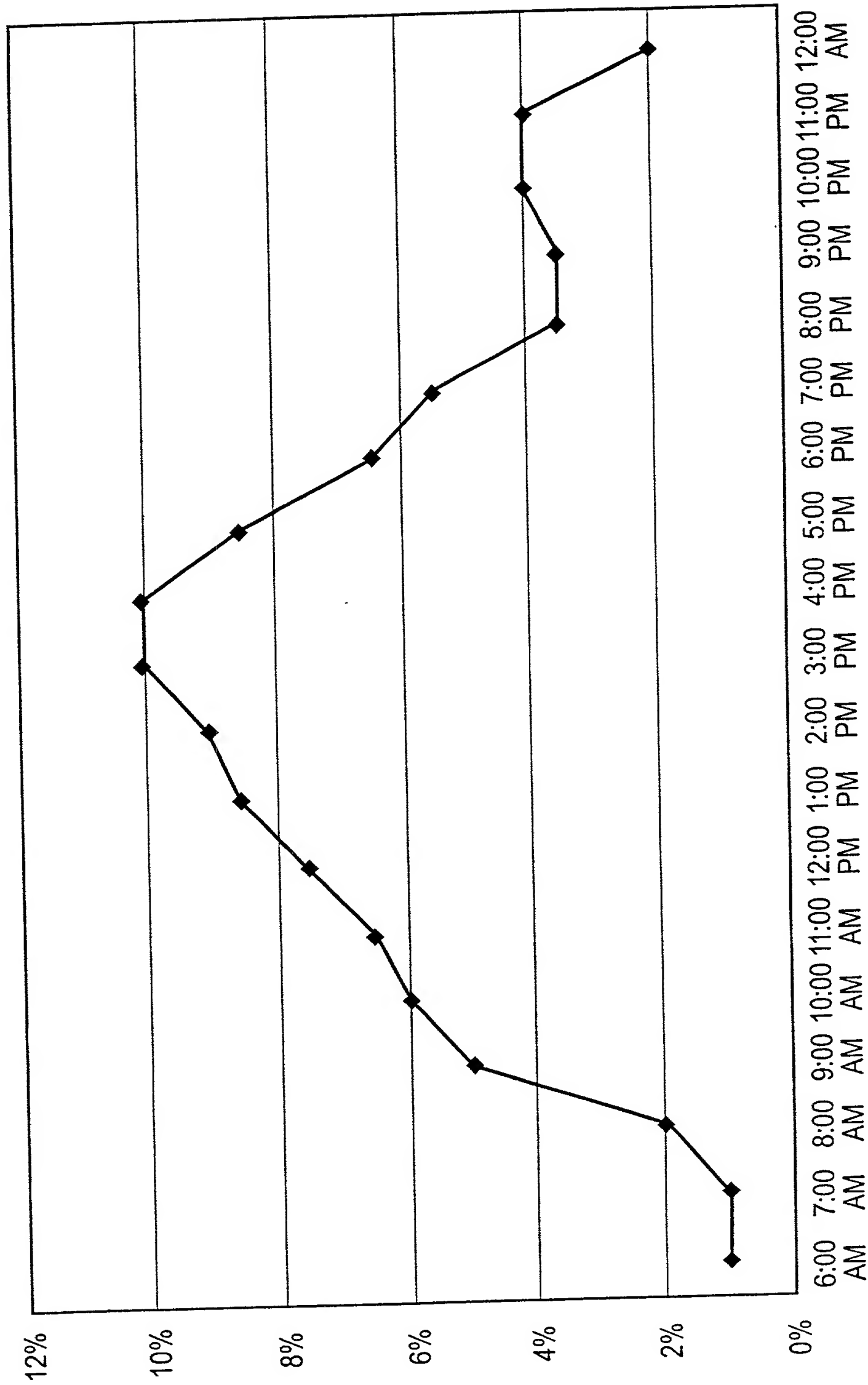


**FIG. 11**



**FIG. 12**





**FIG. 13**

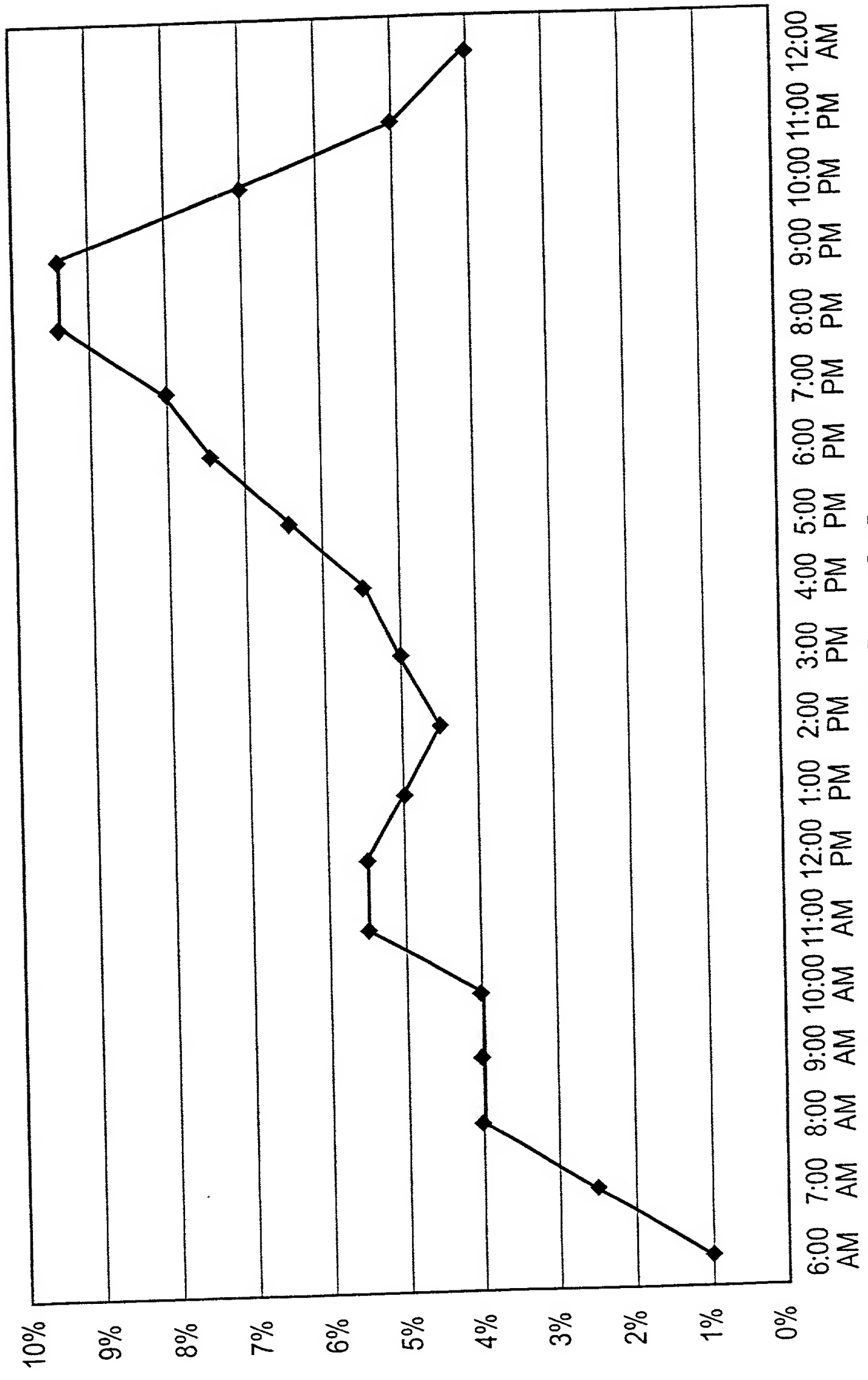


FIG. 14

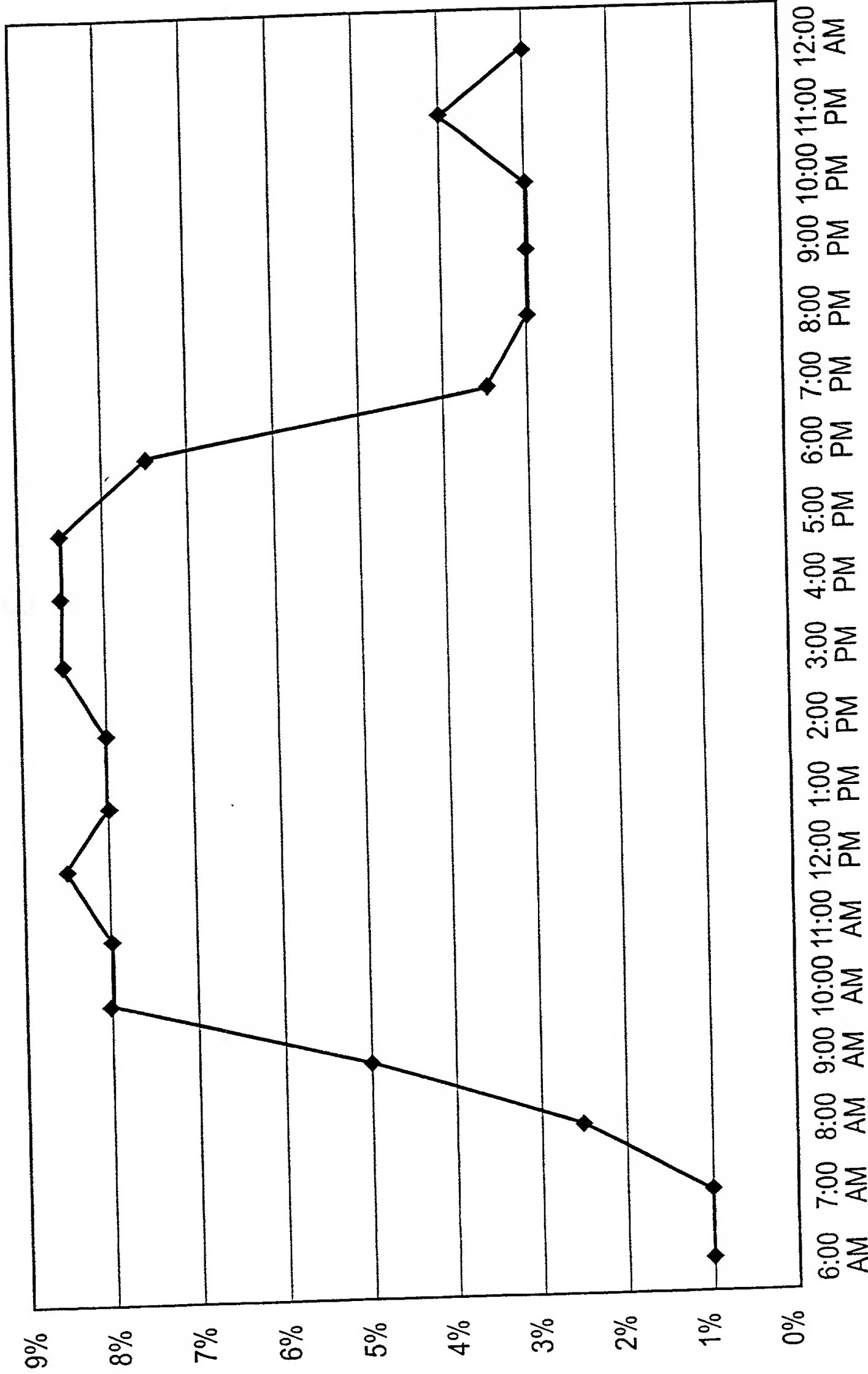


FIG. 15

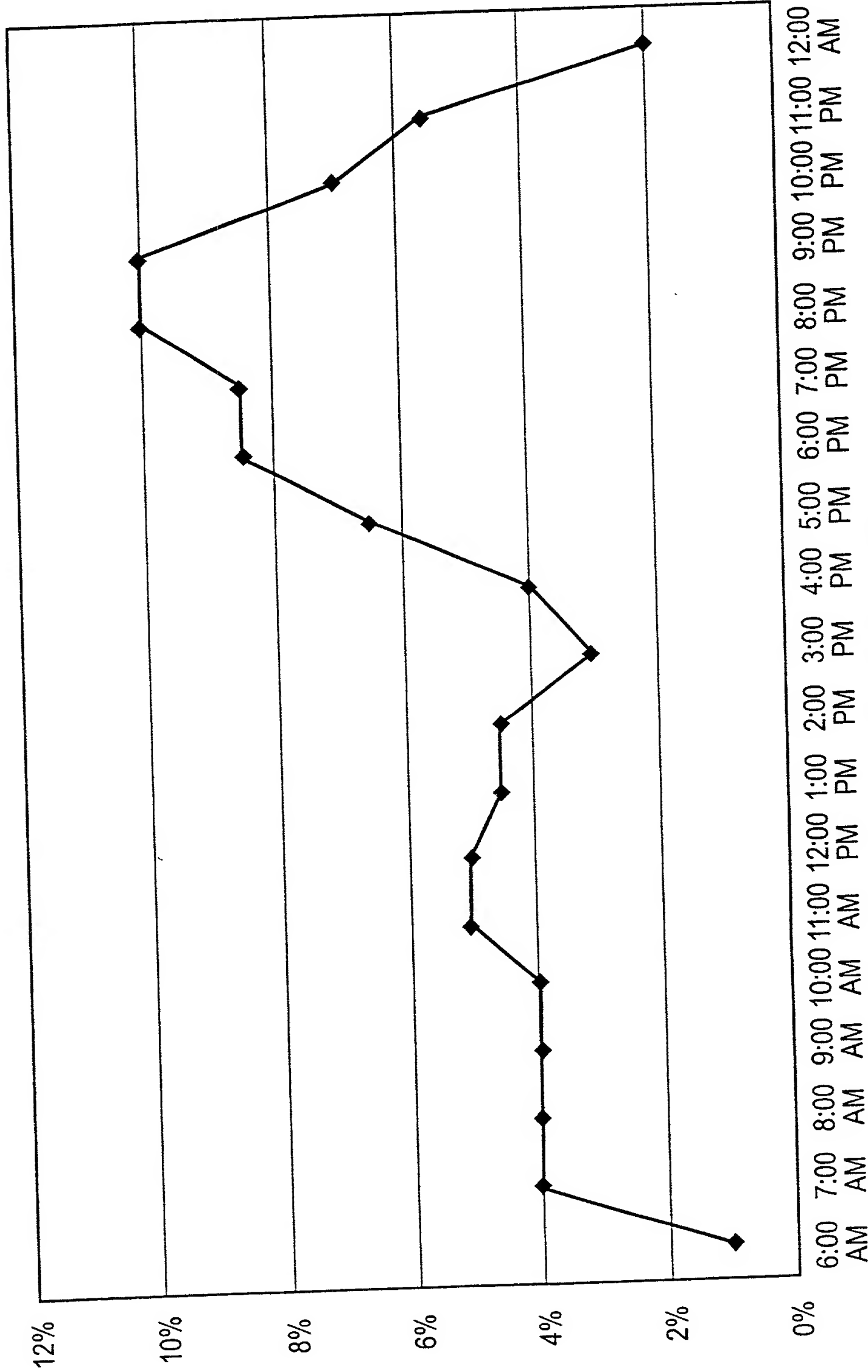


FIG. 16

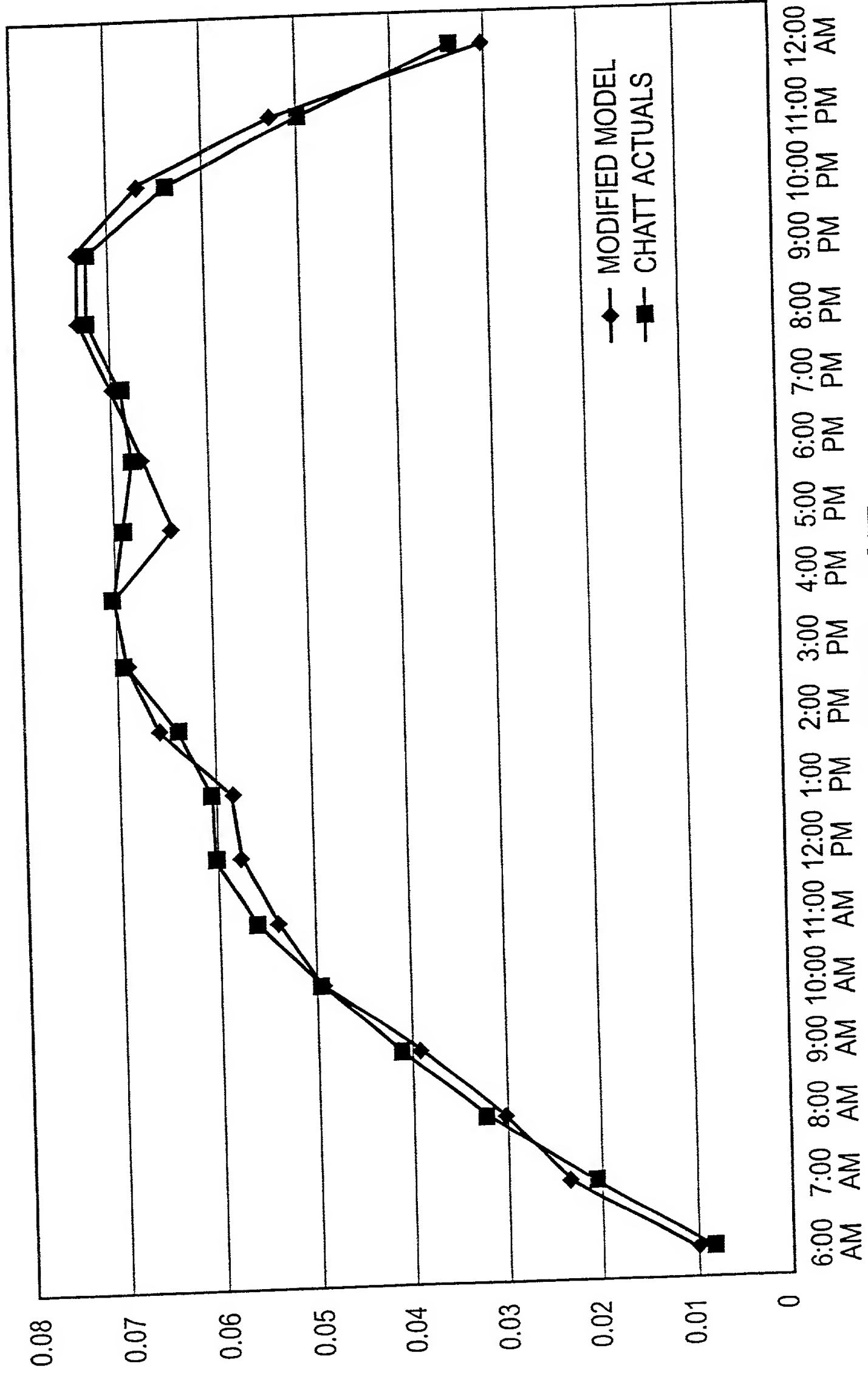


FIG. 17



PROOF OF CONCEPT  
CHATTANOOGA

CRICKET WAS EBITDA BREAK-EVEN IN CHATTANOOGA AT 12 MONTHS

7.7% PENETRATION	12 MONTHS 24,000 CUSTOMERS AS OF 2/29/00	5 YEARS
COSTS IN <u>FIRST</u> YEAR		
COST PER GROSS ADD	<\$230	\$550
SUPPORT COSTS/AVERAGE SUB	\$5.60	\$11.45
OPERATIONS COST/MOU	\$0.013	\$0.039

FIG. 18

# CAPITAL UTILIZATION

YEAR FROM SYSTEM LAUNCH						
	1	2	3	4	5	10
(IN THOUSANDS OF DOLLARS)						
CUMULATIVE ANTICIPATED CAPITAL EXPENDITURE PER SUBSCRIBER (AVERAGE)						
POWERTEL (GSM)	9,516	4,613	2,528	1,689	1,280	692
SPRINT (CDMA)	19,367	4,349	1,860	954	729	586
PRESENT INVENTION	2,354	2,628	1,949	1,183	877	550
CAPITAL EXPENDITURE PER ERLANG (AVERAGE)						
POWERTEL (GSM)	278	163	98	70	56	33
SPRINT (CDMA)	968	217	93	47	36	29
PRESENT INVENTION	47	52	38	23	17	11

FIG. 19

## RE-ENGINEERING THE COST STRUCTURE

### ■ NETWORK BUILD-OUT

- HIGH CAPACITY CDMA
  - LATEST GENERATION EQUIPMENT
- EFFICIENT SITE LOADING
  - NO UNDERUTILIZED ROAMING SITES
- DESIGNED FOR RESIDENTIAL CALLING PATTERNS
  - LOWER % PEAK USAGE
- CAPITAL REQUIREMENT PER CUSTOMER 1/3 OF TYPICAL PCS AVERAGE IN FIRST YEAR BECAUSE OF RAPID CUSTOMER ACQUISITION

↑  
LOWER CAPITAL COSTS

### ■ NETWORK OPERATIONS

- LOWER BACKHAUL COSTS DUE TO CONCENTRATED FOOTPRINT
- FAVORABLE INCOMING/OUTGOING MIX - LOWER INTERCONNECT COST
- ELIMINATION OF ROAMING CLEARINGHOUSE AND ANTI-FRAUD COSTS

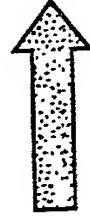
↑  
LOWER NETWORK OPERATING COSTS

**FIG. 20a**

## RE-ENGINEERING THE COST STRUCTURE (CONT'D)

### ■ CUSTOMER ACQUISITION

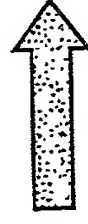
- ATTRACTIVE VALUE PROPOSITION SELLS EASILY
- RAPID, SIMPLE SALES CYCLE
- DIRECT DISTRIBUTION - HIGH VOLUME
- INDIRECT DISTRIBUTION - NO RESIDUALS OR COMMISSIONS
- NO CREDIT CHECKS



LOWER CPGA

### ■ CUSTOMER SERVICE

- HIGH CAPACITY, HIGH QUALITY NETWORKS
- SIMPLE MONTHLY BILLING
- LOW CUSTOMER CARE COSTS - FEWER BILLING DISPUTES
- NO BAD DEBT, NO FRAUD
- CLEAR STATEMENT OF COVERAGE AREA



LOWER BACK  
OFFICE COSTS

**FIG. 20b**

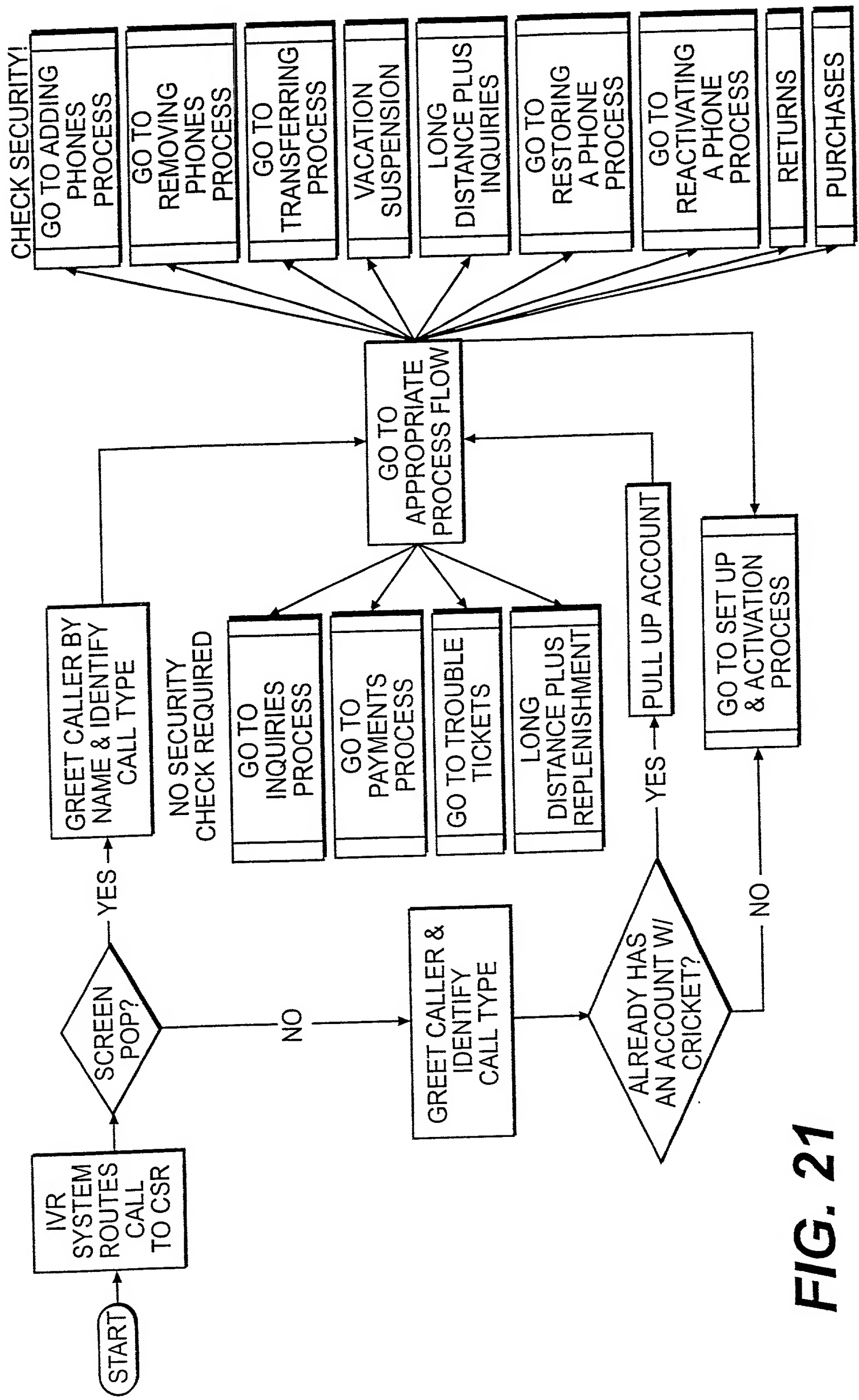
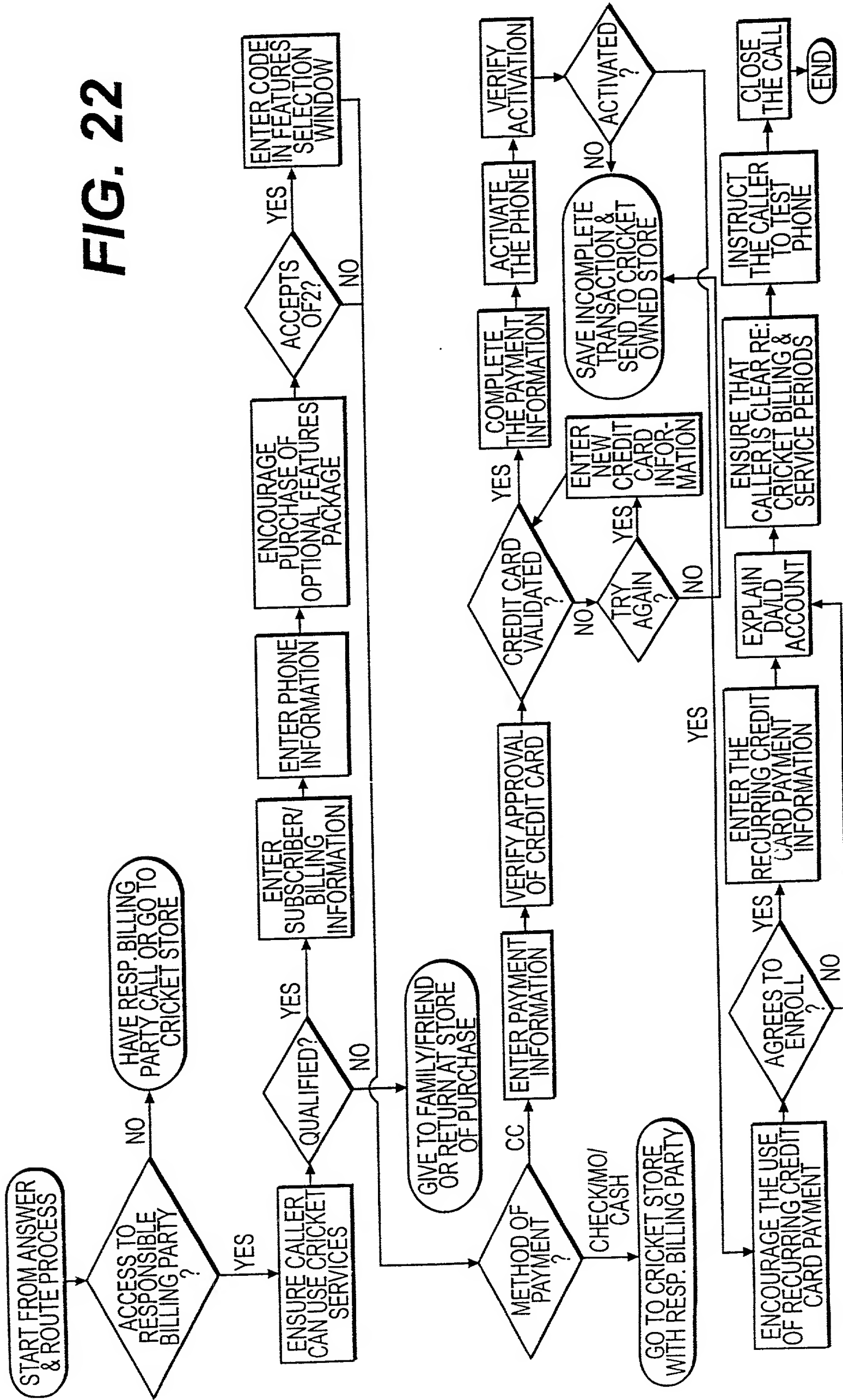
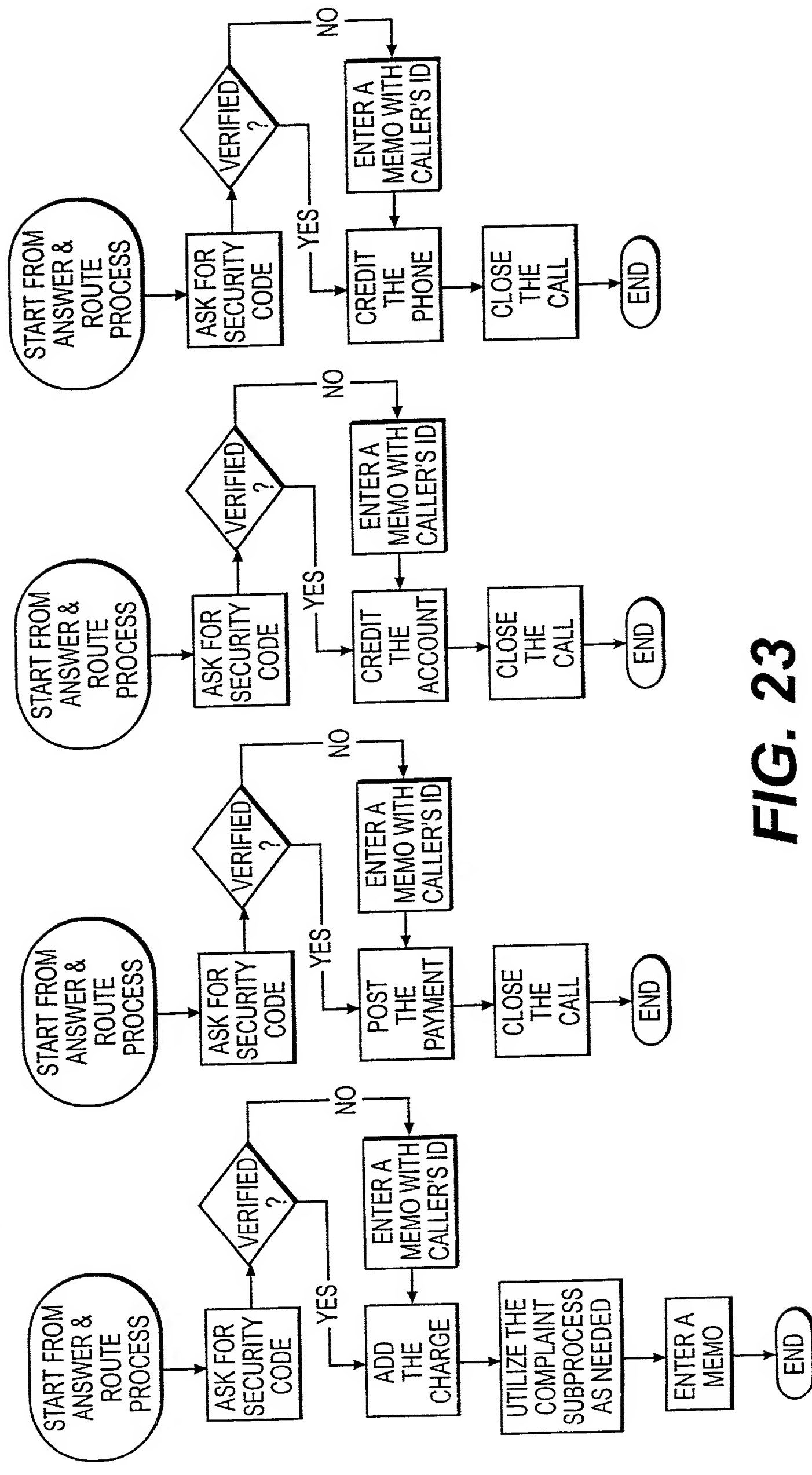


FIG. 21





## POSTING A CREDIT CARD PAYMENT TO AN ACCOUNT



**FIG. 23**

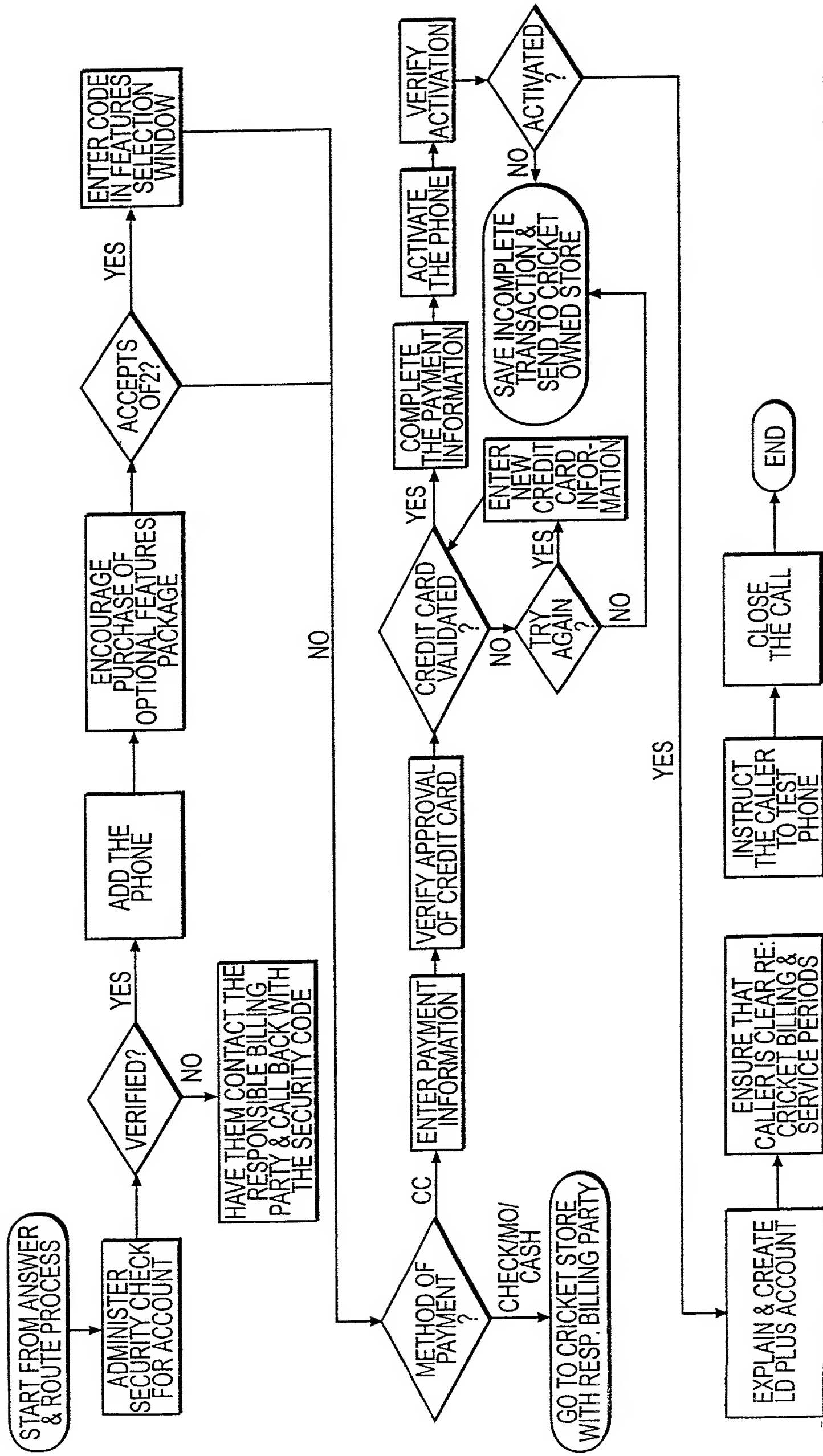


FIG. 24

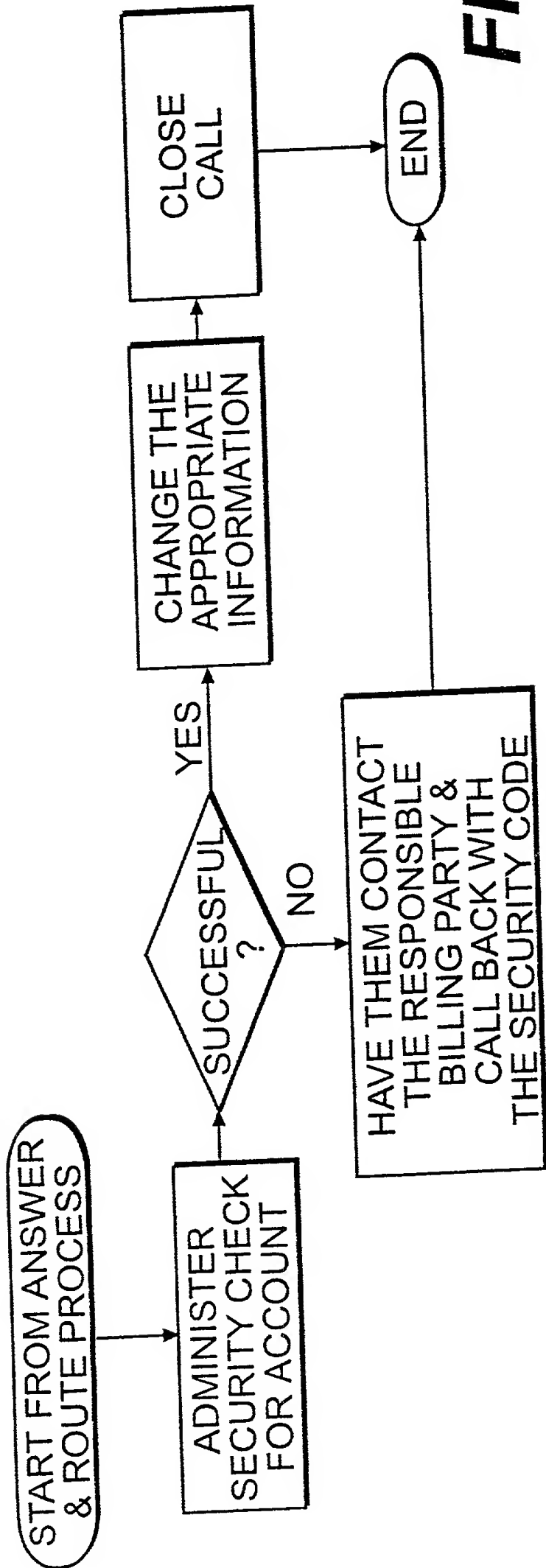


FIG. 25

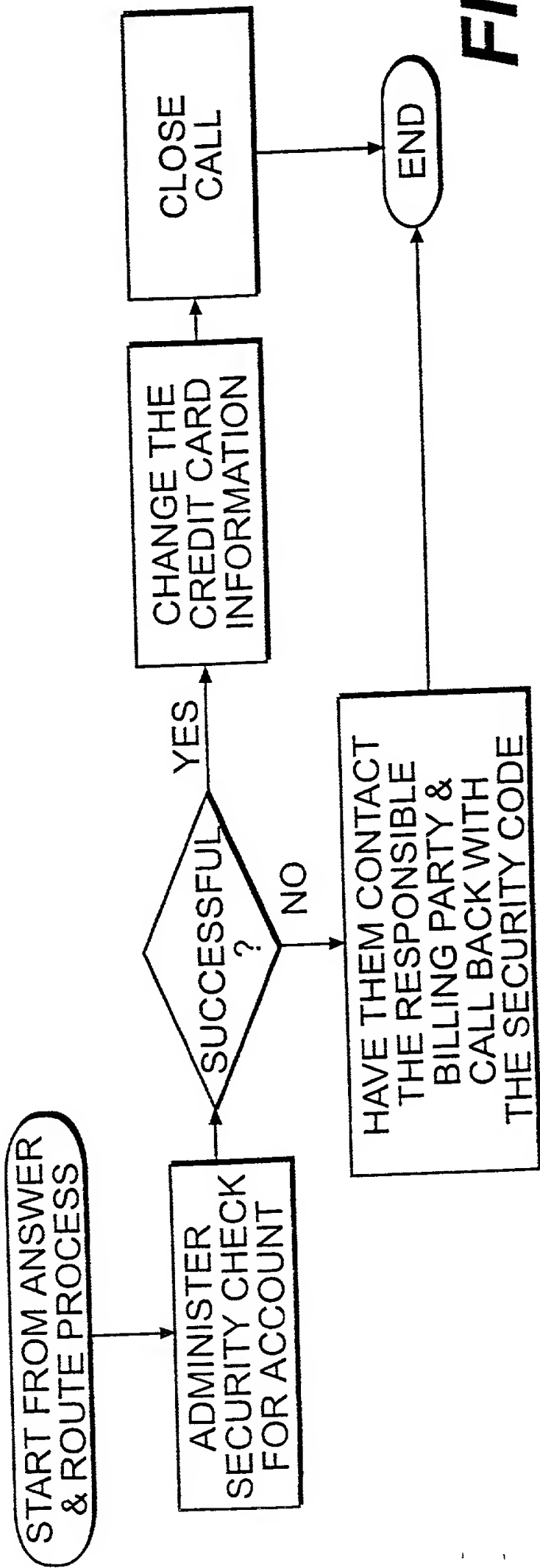


FIG. 27

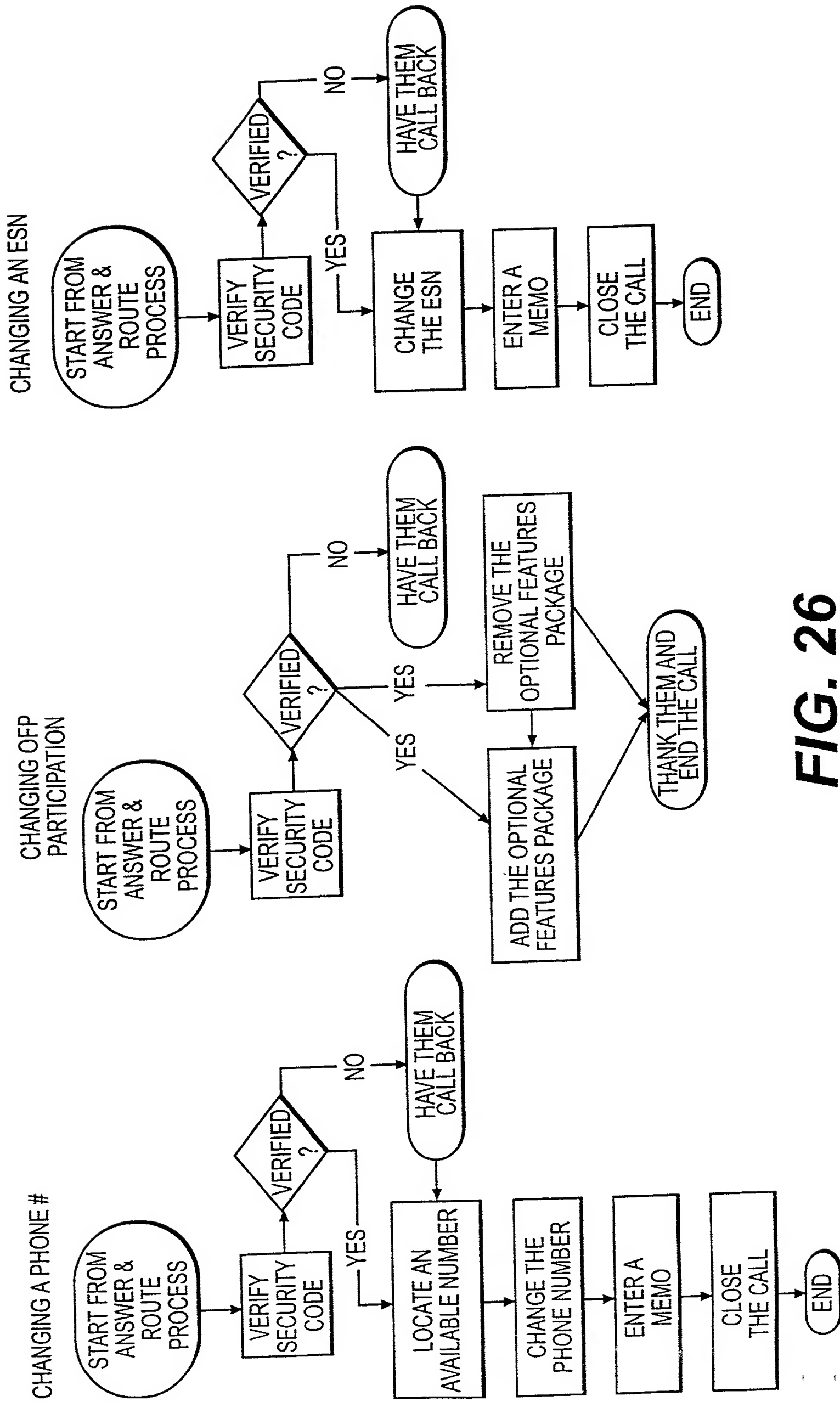
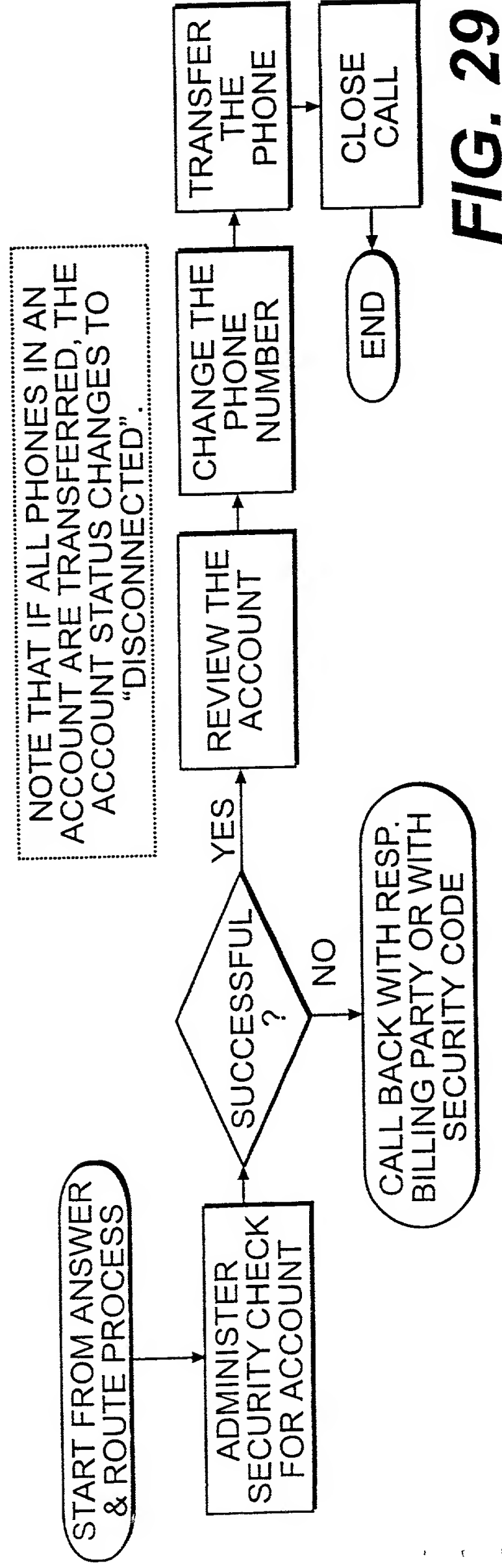
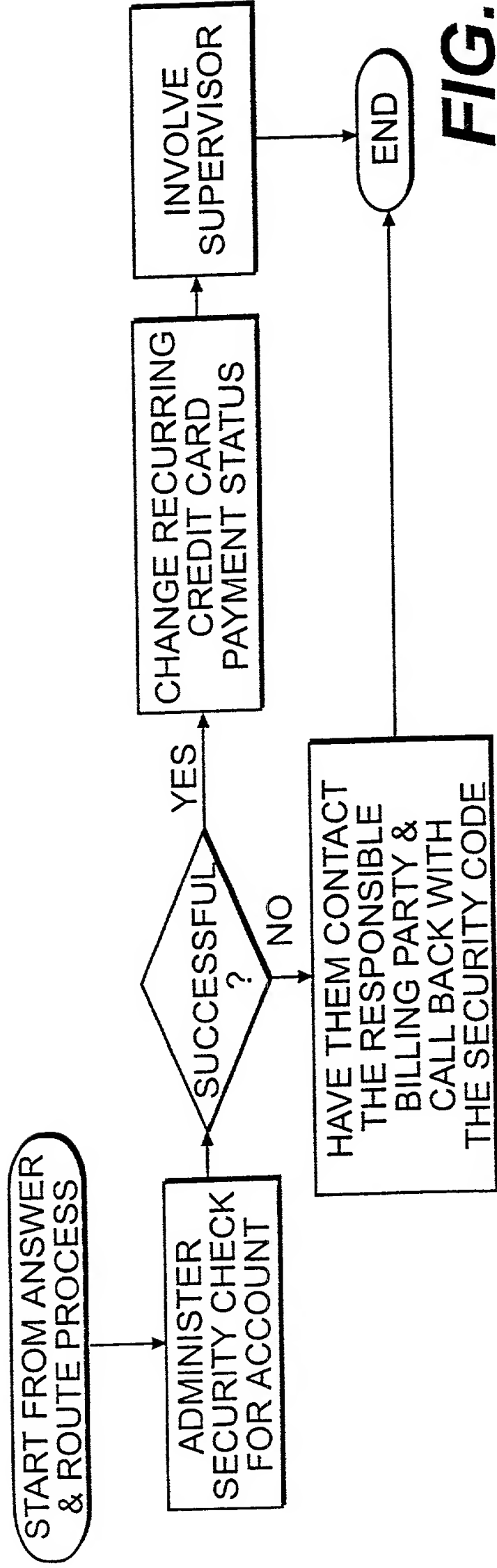


FIG. 26



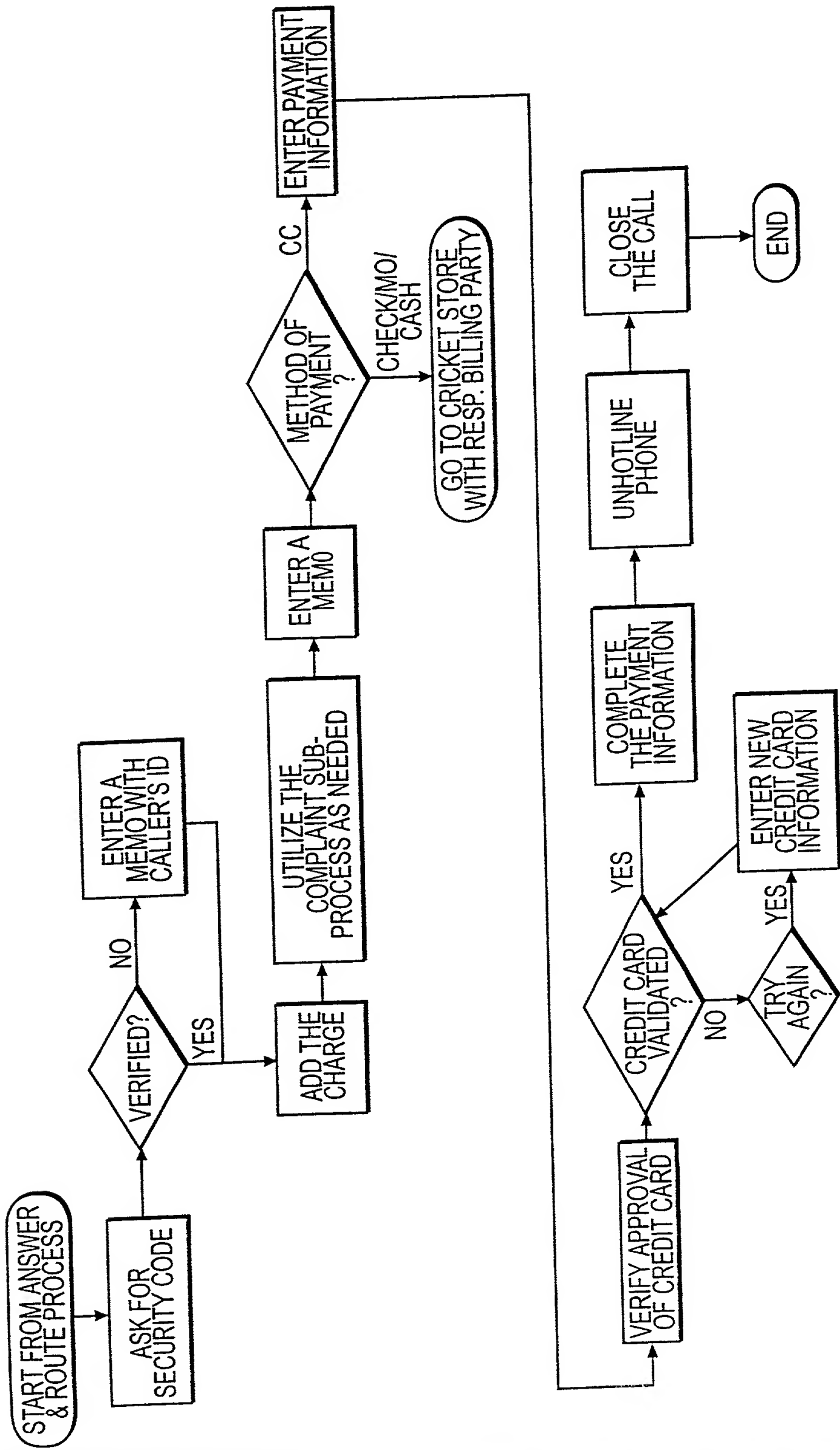
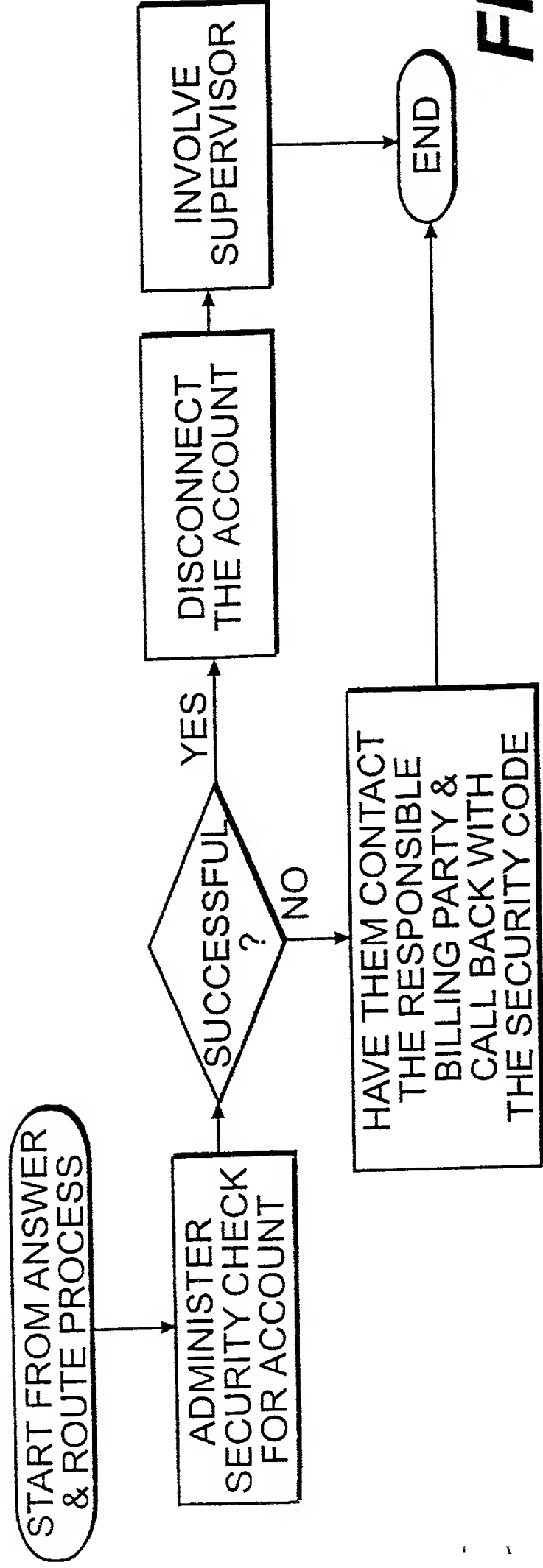
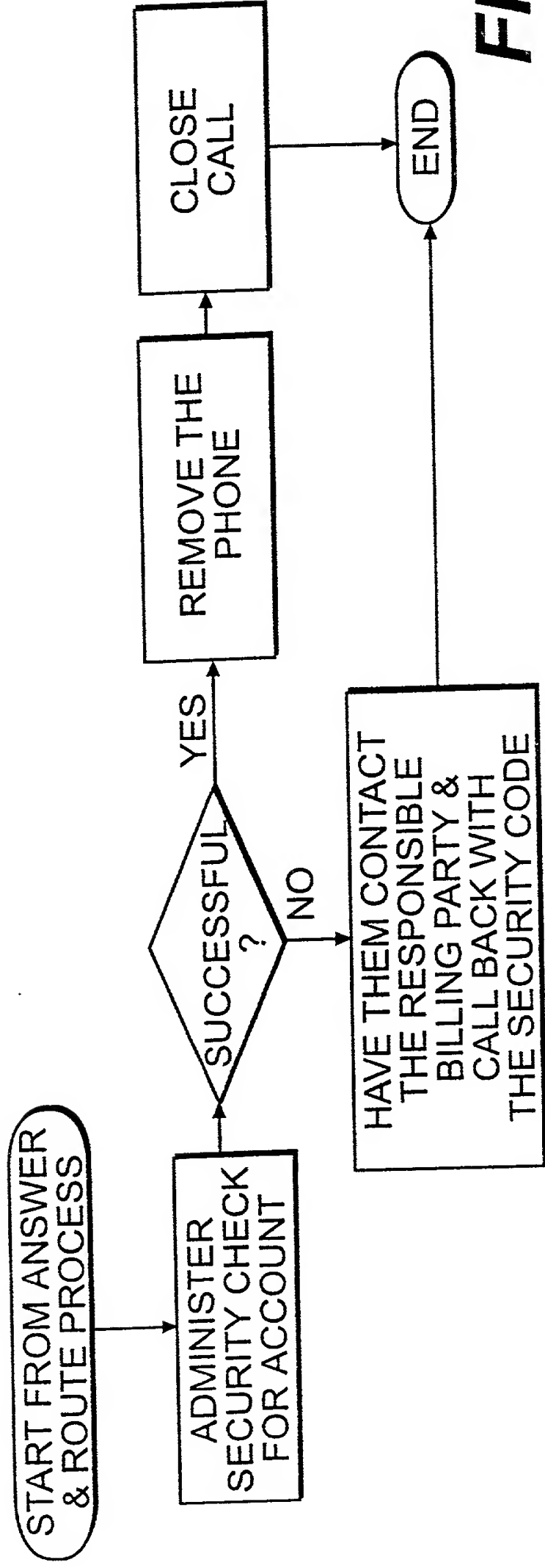


FIG. 30





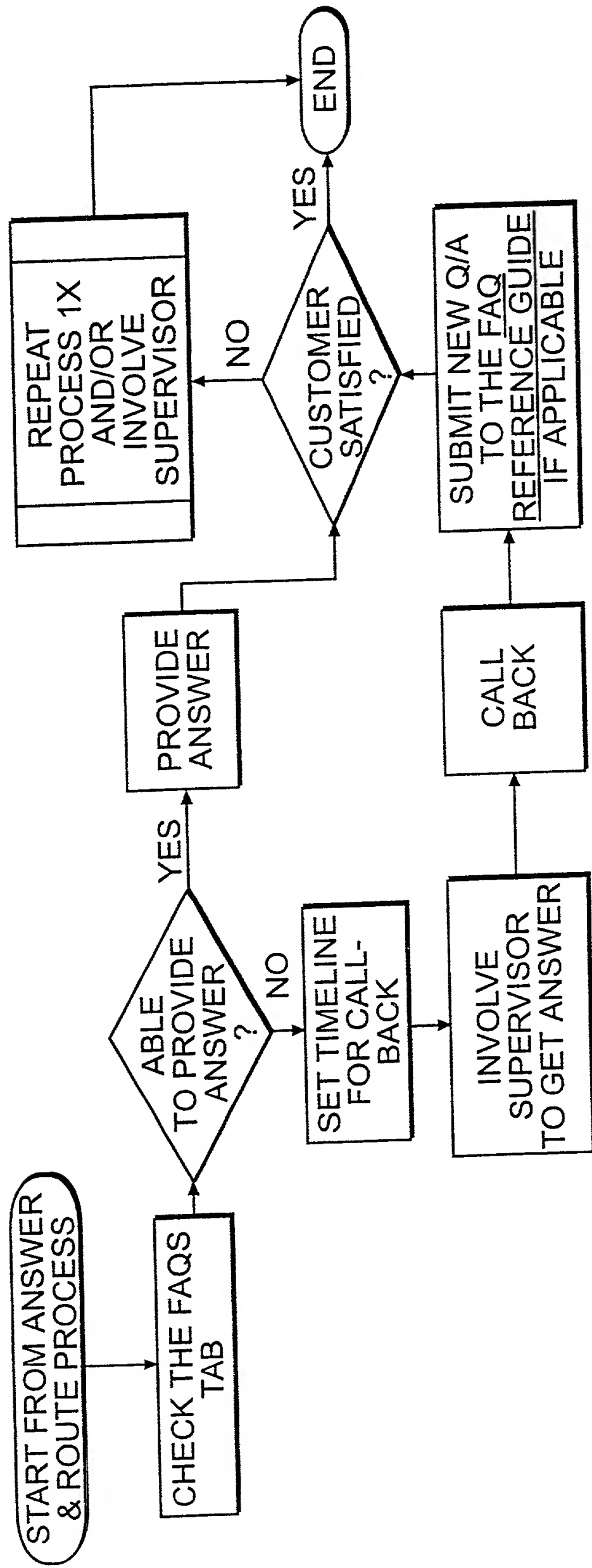


FIG. 33

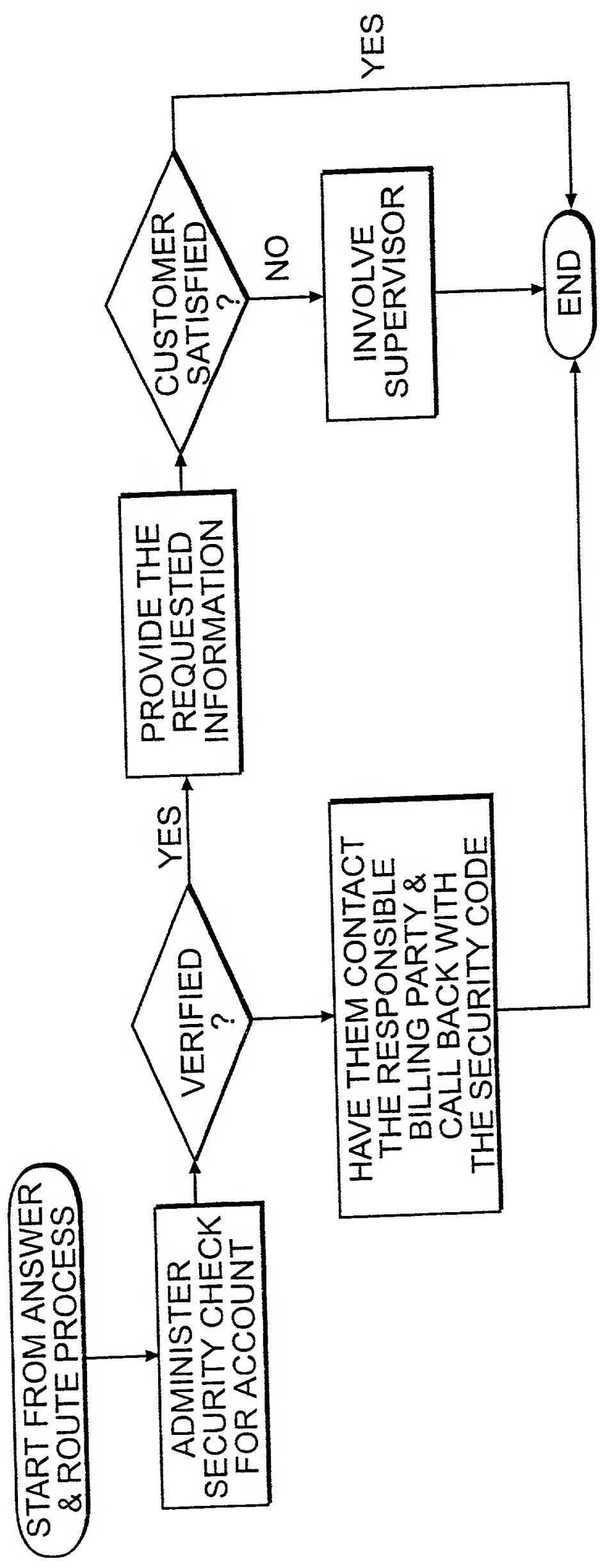


FIG. 34